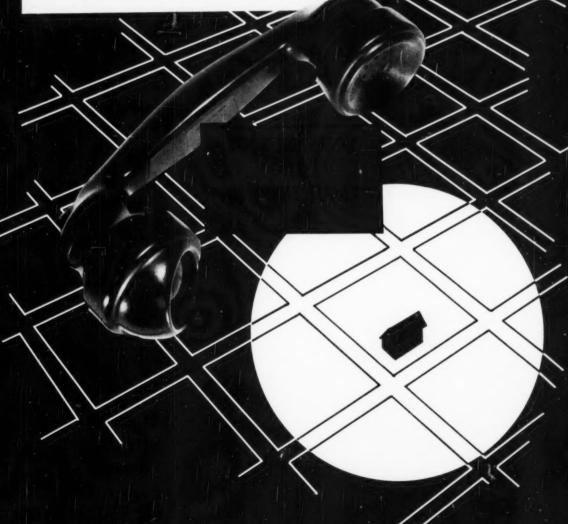
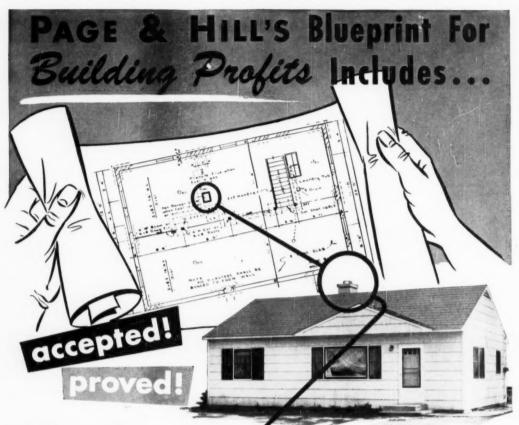
REAL ESTATE and BUILDING JOURNAL





VanPacker PACKAGED CHIMNEY

BUILDERS—PREFABRICATORS

Write today for complete details. We will quote on your specifications and the number of houses you plan to build. There is a distributor near you for prompt service.



There it is in black and white on Page and Hill's specification sheets . . . "Van Packer Chimney." There's proof of Van Packer's dependability. Page and Hill specify nothing but the finest . . . and safest . . . to assure complete customer satisfaction.

But there's even more to this preference than you can see on a blueprint. Van Packer Packaged Chimneys save construction time; eliminate waiting time and clean up; conserve space; lower costs; and insure best heater performance. Accepted and proved in the industry-by builders everywhere. Meets FHA requirements. Proved superior and safe by Underwriters' Laboratories. So compact . . . so lightweight . . . one man can set up in 3 hours or less.

> Van Packer CORPORATION

Rm. 1749 . 130 WEST ADAMS STREET . CHICAGO 3, ILLINOIS



Fixtures illustrated in SKY BLUE are: Cadillac recess tub with mixometer

THERE'S GOLD IN BRIGGS Beautyward

Whe 'ier you feature only one or all four of Briggs famous decorator colors—the result is always plus profits for you! The reason is as simple as ABC! A: Modern families want colored fixtures-even though most of them are afraid they can't afford the cost. B: Briggs Beautyware gives them colored fixtures at practically no extra cost! C: When they find this out, youwho either sell or have built a house with Briggs Beautyware in color-have a sure sale! No wonder the biggest builders and the most wide-awake plumbing dealers are so enthusiastic about Briggs. Follow their lead . . . let Briggs start building new profits for you-today! Briggs Manufacturing Company, 3001 Miller Avenue, Detroit 11, Michigan.



Only 10% more than white*...

for any one of these smart new decorator colors











You Make Big Savings in Servicing

Mortgaa

...when you have all these in one record

You Save Scherical time examination costs

with Kolect-A-Matic, one of Remington Rand's several tested methods for mortgage control

There are BIG savings to be made by using the right method-for you-of servicing your mortgages. You find convincing proof in the enthusiastic letters from the many banks, insurance companies, real estate firms who are using one of our methods.

For Remington Rand has a method to fit everyone's specific need: . For simultaneous post-



LEDGER · PROPERTY DESCRIPTION . TAXES · INSURANCE · DELINQUENTS . ADVANCES . FORECLOSURES • REPORTS .

transactions, the all-electric Foremost accounting machine is unexcelled • Kolect-A-Matic provides visible housing and gives quick, complete control of all data on each mortgage · Kardex, also with visible signals, gives an automatic review of all pertinent facts for hand-posted records . Volume operations welcome the added speed and resultant lower costs of Remington Rand Punched Cards.

And-as a complement to any of these-you should know about Classifile, the folder which keeps within one unit all the facts about any mortgage, including the bond and mortgage itself.

Each of these methods is flexible. Each can be readily tailored to fit your specific needs. One of them can, we are sure, save you money over your present methods. Won't you let us send you detailed facts? Write today to Management Controls Division, Room 1578, 315 Fourth Ave.,

Remington Rand

With Kolect-A-Matic the following data for each mortgage is visible at a glance: (1) Extent of Interest Arrears; (2) Extent of Tax Arrears; (3) Months when Interest is Due; (4) Location of Property; (5) Type of Property; (6) Status of Insurance. Kolect-A-Matic cards can be hand-posted or machine-posted (Foremost Accounting Machine shown at left).

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GUNNISON HOMES Builder of Homes for the Dation Ghooses Americans Attaches



Why this famous manufacturer of high quality homes uses <u>American</u> Kitchens exclusively!

General John J. O'Brien, President of the Gunnison Company wrote us: "We have a reputation of which we are proud—that Gunnison Homes incorporate only the finest materials and appliances. That is the reason, of course, that all Gunnison Homes have American Kitchens. The kitchen is almost the first thing a woman wants to see about a house—and we've found again and again that American Kitchens sell our houses faster."

Builders everywhere have discovered the popularity of American Kitchens—the beautifully designed kitchen that most women want. And they've discovered, too, that American Kitchens increase the value of their homes—without increasing the cost. American Kitchens in the homes you build become a visual sign of quality to give your clients confidence that the hidden materials are top quality too!

See us at N. A. H. B. Show, Booth No. 2
Stevens Hotel, Chicago, Jan. 21-25

Name
Address
County
State



A BETTER WINDOW "BUY" FROM EVERY ANGLE!

GIVES THE HOMEOWNER THESE BENEFITS

- Made of strong, tubular, hotdipped galvanized Armco Ingot Iron Zincgrip, Bonderized and finished with baked-on enamel.
- 2. Glass and screen panels removable from inside for easy washing.
- 3. No screens or storm sash to buy.
- 4. Magic Panel ventilation control.
- 5. No weights, cords or balances.
- 6. Slide freely-never stick or bind.
- 7. Waterproof felt weather stripping.
- 8. Lumite plastic screen—eliminates streaking—never needs painting.
- Automatic locking in closed and ventilating positions.

GIVES THE BUILDER THESE ADVANTAGES

- 1. A quality product, competitive with the lowest price window unit on the market.
- 2. No field painting (except wood trim-when used).
- 3. No on-the-job glazing.
- 4. No on-the-job refitting.
- 5. Installed in less than 50% of the time required for ordinary window units.

A home with Rusco Prime Windows is a home that has greater appeal...lower maintenance...increased comfort, convenience and safety. The Rusco Distributor in your area can give you complete information or you can secure it by writing direct.

THE F. C. RUSSELL CO.

DEPARTMENT 7-NR 120

CLEVELAND 1. OHIO

AN ECRUSSELL FO ANDES

WORLD'S LARGEST MANUFACTURER OF COMBINATION WINDOWS

From Journal Readers . . .

"Your Journal is a very fine publication."

H. M. Kessler Los Angeles, California

"The Journal is a great magazine."

Stanley Hartley Centralia, Missouri

"Congratulations on your excellent October issue. I read with a great deal of interest the article on real estate advertising. It will be profitable for years to come.

"You are to be commended on the pertinent things the JOURNAL contains."

> Preston Cooke Columbus, Ohio

"I am sure that your excellent publication is doing a fine job for our industry."

> Joseph A. Thorsen La Grange, Illinois

". . . I have been interested in educational matters and other things that help raise the standards in the real estate field. Realtors have accomplished a great deal in self-education but it seems to me that education of the public has been neglected badly.

"I have always felt that it is more satisfactory to deal with a well-informed person than with one who just thinks he knows all the answers. Further, and much more important, I believe that the disappointed or disillusioned home buyer is a poor soldier in the ranks of those who must fight against socialism in the housing and other fields.

"Only as people realize that there is more than razzle-dazzle salesmanship to the real estate business, and only as the real estate broker exercises his full responsibilities as a real estate specialist, will sufficient respect be given to the counsel of real estate men. In matters fundamental to our American system of government, (it is necessary) to effectively offset the pretty stories of certain political and "ism" elements bent upon destroying what we hold to be most essential."

N. Lee Foster

(Editor's note) Realtor Foster, Denver, Colorado, is the author of a book titled, "So You're Going To Buy A House," The book, in the author's own words, is "somewhat of a pioneering venture" in trying to educate the home buying pub-

(Please turn to page 43)



Mengel Stabilized Solid-Core Flush Doors employ an entirely unique and exclusive principle to give you a new standard of stability and dependability — and at strictly competitive prices.

Instead of attempting the impossible task of preventing expansion and contraction in wood, Mengel has developed a construction design which absorbs expansion and contraction within the core itself. All Mengel core members are deeply slotted at frequent intervals, both with and across the grain. The result is that the slots expand or contract in width, but the door remains stable!

Get all the facts, and see a cutaway sample. When you see the difference, you'll greatly prefer Mengel Stabilized Solid-Core Doors!

Also see —
MENGEL HOLLOW-CORE FLUSH DOORS
the finest products of their type on the market.

FOR FULL DETAILS, PLEASE JUST WRITE YOUR NAME AND ADDRESS IN MARGIN, AND MAIL TO-

Plywood Division . THE MENGEL CO. . Louisville 1. Kentucky

"You bet... it helps sell houses faster!"

PROFIT FROM THE...

Mesker

STEEL CASEMENT
MERCHANDISING PLAN!

Let OUR advertising dollars help promote Your houses!

This plan represents dollars and cents assistance for you... to sell every home equipped with Mesker Casements! Here's how it works. When you install Mesker Steel Casements in your houses, you get a free, comprehensive advertising and promotional campaign that's designed to sell both your houses and our windows. This campaign is carried on in your town to sell your own prospects. It's done by placing our 1950 national

advertising money in local promotions to help the builders who actually use Mesker Steel Casements. Every builder knows that FEATURES are what house buyers look for, so we use all the methods described here to tell your prospects about the FEATURES of your homes. Look them over, and you'll see how the Mesker Steel Casement merchandising plan will be of practical help in selling more of your houses faster!

MESKER STEEL CASEMENTS popular with home buyers!



EASY, SAFE TO WASH

from inside the house! A feature every woman loves. No stretching, no straining, no dangerous hanging out of window!



EASY OPENING - CLOSING

with automobile-type "Mesker-Rotor" Operator. No tugging, nor straining! Especially appreciated on windows over kitchen sink.



INSIDE SCREENED

... no man likes to keep painting outside screens. Inside screens easy to put up and take down, though most owners leave up year 'round!



"CATCH THE BREEZE" VENTS

Ideal when owner wants to "scoop in" the summer breezes. Lots more ventilation than possible with conventional double-hung windows!

Home buyers GO for houses featuring Mesker

Here's an idea that means money in your pocket! It means extra help in selling your houses... more profit... when you install Mesker Steel Casements. Even without this bonus merchandising plan, this window sells, because it's a casement, it's steel... it's MESKER. Today's home buyers want casements, they like steel, and they appreciate Mesker because of its obvious features—greater strength, better weathertightness and the finest finish and workmanship.

This merchandising plan is an extra, designed to help sell houses where Mesker Steel Casements are installed. It's a tested method for bringing you more prospects and creating maximum local interest in your houses and the Mesker Steel Casements in them! Remember, when you buy Mesker Steel Casements you're getting generally the lowest cost residential windows available, PLUS an outstanding merchandising plan that helps you sell houses faster. Get the details NOW!



HERE'S HOW WE MOVE PROSPECTS TO YOU!

FREE-NEWSPAPER ADVERTISING



Depending upon the size of your development we plan to run newspaper ads promoting it to your prospects right in your community!

FREE-DISPLAY-HOUSE WINDOW POSTERS



Cleverly-designed poeters, affixed to the windows, dramatically explain to your prospects why Meaker Steel Casements are America's finest:

FREE-JOB AND DIRECTIONAL SIGNS



to be strategically posted or main arteries leading to your new houses, and on the job, imprinted with the name of your project!

FREE_"GIVE-AWAY" LITERATURE



For your display house visitors to take along, reminding them of you name and the many advantages of a house equipped with Mesker Stee Casemental

PLUS-NATIONAL PUBLICITY



m Mesker's advertising in building industry magazines, AND right in your own community where it will do YOU the most good!

MESKER STEEL CASEMENTS

easy, inexpensive two-step installation



STEP No. 1

Set window in the opening . . .



STEP No. 2

Plumb, wedge, nail . . . the job's done!

Steel Casements -

MAIL THIS COUPON NOW!



4348 GERALDINE . ST. LOUIS 15, MO.

Please rush us, without obligation, complete information on the Mesker's Steel Casement Merchandising Plan for builders!

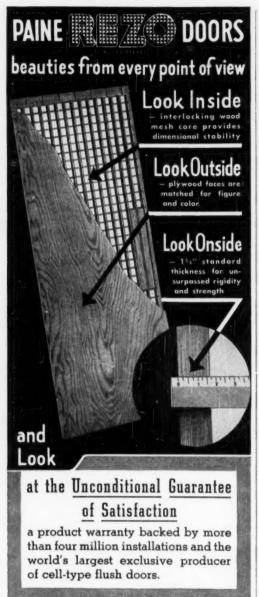
Company

Individual

Street Address

City_____State____

NRJI20



Is it any wonder that Paine Rezo is the door most specified, most demanded and most insisted upon by architects and contractors everywhere. See Sweet's File or write directly for data bulletin.



The Washington Column

Washington, D.C. — As predicted in this column last month, limitation orders on the use of vital metals are now on the books. The National Production Authority has restricted use of key metals, beginning January 1, for any one quarter, to 65 per cent of the user's average quarterly consumption during the base period through June, 1950. Hit hardest will be the producers of electrical wiring, switches, lighting fixtures, copper and brass pipe and fittings, hardware and flashing, et cetera. Next straw in the wind is that limitation orders will be replaced this Spring, or sooner, by specific product limitation orders, with direct allocations to consumers under a Controlled Materials Plan.

Final figures on that California public housing battle show the slim margin by which the "planners" lost. The "Yes" vote was about 1,540,000, with the "No's" checking in at 1,500,000, or a skinny margin of 40,000 votes. The proposition, you may recall, was that any proposed program of low-cost public housing be submitted to approval by a majority of votes cast at a general or special election. California is the first state to amend its constitution to allow taxpayers to vote on this use of their money.

At press time, Democratic leaders had hopes of giving quick passage to excess profits tax legislation that is designed to raise \$3,400 million yearly. The measure would be retroactive to last July 1 and would play havoc with small and large business alike, including realtors and builders. One definition of "excess profits" would be anything over 85 per cent of average earnings in the three best of the last four years. The tax rate would be 75 per cent, compared with the normal corporate tax rate of 45 per cent. But there would be a ceiling of 67 per cent on the portion of a corporation's income which the government could take in regular corporate taxes and excess profits taxes.

Two-bedroom houses will continue to be popular, if Census Bureau figures are an indication. The average American family is getting smaller. High marriage rate and other factors have cancelled out the high birth rate of the past 10 years, resulting in an average family now of 3.39 persons against 3.67 persons 10 years ago.

Things you probably didn't know about rent control: There are an estimated seven and a half million units still under federal rent control. More than six hundred communities have taken action to keep on controls at the local level. Such controls cover an estimated three million units.

Stuart W. Symington, chairman of the National Security Resources Board, had a big hand in lining up Senate Joint Resolution 207. The resolution was reported out favorably by the Senate Banking and Currency Committee to extend until February 28, 1951, the period in which local communities may ask for a continuance of federal rent control until the expiration of the Act, now set at June 30, 1951.

(Please turn to page 42)



"There are no vacant apartments here. Electrical convenience has eliminated many of the usual tenant problems," says Mr. Robbins.

You can take a tip from him—as well as from builders everywhere who have found that it pays to include modern, automatic Electric Ranges with other electrical equipment during construction.

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association 155 East 44th Street, New York 17, N. Y.

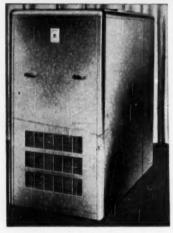
ADMIRAL . COOLERATOR . CROSLEY . DEEPFREEZE . FRIGIDAIRE . GENERAL ELECTRIC . GIBSON HOTPOINT . KELVINATOR . LEDO . MONARCH . NORGE . PHILCO . UNIVERSAL . WESTINGHOUSE

National Real Estate and Building Journal - December, 1950



AMERICAN-Standard

First in heating ... first in plumbing



WINTERWAY: This brand-new, basement type winter air conditioner is made in two sizes—100,000 and 120,000 Btu capacity at register—to meet the oil heating requirements of small and medium homes. The Winterway has a sturdy steel heating element with wrap-around type radiator that completely encircles the shell. Flue can be located on either side.





ARCOLINER: The famous Arcoliner Wet Base Boiler (for steam and hot water systems) is now also available in this new model for hot water only. This limitation has made possible important cost savings while still retaining full American-Standard quality. This economical boiler offers all the advantages of completely automatic heat plus the convenience of year 'round hot water. Jacket extension optional. **NAVAHO:** This new gas floor furnace is only $27\frac{1}{2}$ " deep, takes up very little floor space. It can be installed easily in small buildings with or without a basement, and with or without a basement, and requires no excavation. Factory-assembled, it is available in three sizes with Btu input per hour of 25,000 to 50,000 and can be supplied with flat floor grille or dual wall register. It burns manufactured, natural, mixed, butane, propane or butane-air gas.



STANFLAME: Wide modernization activity and the rapid increase in gas heating facilities give special interest to this new conversion burner. Of a vertical, upshot type, the Stanflame operates efficiently with boiler, furnace, or winter air conditioner . . . burns manufactured, natural, mixed, liquefied petroleum, or LP-air gas. Available in two sizes, with easily adjustable input feature.





SINK CABINETS: These handsome-looking, smooth-front, steel cabinets, designed for the famous Hostess Sinks, provide lots of storage room and are fitted with just about every modern convenience. They harmonize with base and wall cabinets of any design.

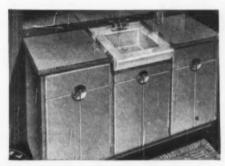


TRIWELL SINK: A double-compartment sink with handsome new fitting, the Triwell Sink is both good-looking and practical. It has a covered third well between the regular compartments containing a hidden, removable garbage basket of non-tarnishing chromium-plated brass. Easy to clean, easy to keep clean.

THE NINE products shown here are representative of the many new additions during 1950 to the American-Standard line of heating and plumbing products—the most complete in the industry. These new additions give you still wider flexibility in designing and styling . . . afford even greater choice of units to fit today's varied needs. Their engineering and construction advantages assure long, efficient service.

With the new American-Standard Catalogue it is amazingly simple to choose quickly and accurately just the right plumbing fixtures and fittings for every job. Your Heating and Plumbing Contractor will be glad to give you full information on the complete American-Standard line.

American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pennsylvania.



NEW MULTIFIN CONVECTORS: The New Multifin line of convectors, designed for installation in all hot water or steam systems, includes sizes ranging from a small 18-inch high, 4-inch deep unit to a large 38-inch high, 10-inch deep unit. There are 63 stock model sizes for either free standing or recessed installations, plus special service models to meet special building requirements.



DRESSLYN: The new Dresslyn is both a lovely lavatory and a distinctive dressing table combined in a single unit. Available in two styles, two sizes, and in 31 color combinations, it features a deepbowl lavatory of genuine vitreous china . . . has plenty of storage space and ample counter top area.



LOOK FOR THIS MARK OF MERIT

SANISTAND FIXTURE: The Sanisstand Fixture offers women the same convenience and sanitation the standing urinal does for men... makes washrooms cleaner, neater ... reduces rest room maintenance. Enthusiastic approval by thousands of women in extensive test installations has led to hundreds of permanent installations.

Serving home and industry

AMERICAN-STANDARD - AMERICAN BLOWER - CHURCH SEATS - DETROIT LUBRICATOR - KEWANEE BOILERS - ROSS HEATER - TONAWANDA IRON



WESTINGHOUSE NEW, IMPROVED

Poweraire* Home Ventilator

Clean, cool kitchens sell homes Faster

A clean, attractive, well-ventilated home is easier to sell. The new Westinghouse Home Ventilator Fan, with the amazing Injector Grille, can completely change the air in an average kitchen every TWO MINUTES. Now, alert builders everywhere are including the Westinghouse Home Ventilator in construction and remodeling plans.

T. M. Reg. U. S. Pat. Off.

LOOK AT THESE FEATURES

- Modern Streamline Design
- · White, Snap-on Air Injector Grille
- Insulated Outside Door
- Easy to Clean
- · Easily Installed in Proc-
- · Single Pull-chain Control
- · Economical to Operate

tically Any Wall Thickness

ADDITIONAL

INFORMATION

CLIP AND MAIL

THIS COUPON

WESTINGHOUSE ELECTRIC CORPORATION Fan Department - Springfield 2, Mass.

WESTINGHOUSE ELECTRIC CORPORATION Springfield 2, Mass.

Product Progress

Office Layout Planning Unit

A low-cost planning unit, enabling business men to lay out an office easily and without drafting, has been announced by Triometric, Inc. The basic unit of this plan is a rigid planning board with an integrally molded plastic surface, marked off into onequarter-inch squares. These correspond to one foot of actual floor space.

Scaled templates of office equipment and personnel can be shifted around until the desired arrangement is achieved. The flexibility of the unit makes it possible to visualize many alternative arrangements before a final one is selected. Information may be obtained from Triometric, Inc., 711 Penn Avenue, Pittsburgh 22.

Universal Clock Thermostat

A universal clock thermostat applicable to all types of heating installations has been announced by the Minneapolis-Honeywell Regulator Company.

The new development makes it unnecessary match heater elements with primary controls. It can be used for all low-voltage gas, oil, or stoker control installations.

The thermostat is available in both a standard model, for all new or concealed wiring installations, and in the plug-in model for replacement jobs.

Bath and Shower Fitting

Designed for solder-joint copper tube installations, Truart" wall surface bath and shower fitting is now in production by Briggs Manufacturing Company, Detroit

The fixture is sold as a complete unit with roughing and finishing supplies, hot and cold valves on sixinch centers, automatic diverter valve in spout, Everkleer self-cleaning shower head with ball joint, shower arm, and flange.

Complete fitting may be removed and replaced within a few minutes without breaking into or defacing the wall. No wall access panel is needed with this fitting. Exposed valves on the face of the wall eliminates the hazards of leaks within the wall.

Aluminum Window

An aluminum window with two complete doublehung windows and a screen mounted in the deep channels of an extruded aluminum frame, is being manufactured by Fleet of America, Inc., Buffalo, New York.

The glass is mounted in Koroseal instead of putty. The house sash and storm sash are held tightly between mohair pads by sponge rubber pressure. They are easily removed for cleaning by pressing them against the rubber in the deep channels on the righthand side.

50-Foot Steel Tape Rule

On-the-spot space and lot measuring problems for real estate men and property managers are simplified with the use of a new automatic rewinding 50-

(Please turn to page 42)

"PERFECT HOME MAGAZINE IS OUR SILENT AMBASSADOR OF GOODWILL GOING INTO THE HOMES OF OUR COMMUNITY EACH MONTH,"

Says Builder A. A. Stier

Albert A. Stier has an enviable record for developing and building subdivisions. His most recent ventures are Robin Hood Village, a community of ranch-type homes, and Styertowne, 544-unit apartment project, bringing the total number of homes he has built in the Clifton area to 3600. His future plans call for developing a complete community. Mr. Stier's son, Edwin, lower right, is in charge of construction and sales in Robin Hood Village



have been congratulated by several people on our mailing list for Perfect Home Magazine and have been asked how I had time to publish this monthly magazine," says Albert A. Stier, president of Albert A. Stier, Inc., home builders and developers of Clifton, N. J.

"I feel a deep sense of pride and obligation with my selected group of building and servicing firms sponsoring Perfect Home Magazine to make our community one of the finest planned communities in the East. Perfect Home denotes quality and builds for our group immeasurable goodwill and influence.

"I am proud to be counted as one of the selected sponsors holding a franchise in the State of New Jersey."

More and more the outstanding real estate, home building, and home financing organizations in every section of America are discovering that sponsorship of Perfect Home Magazine means "immeasurable goodwill and influence." They find that Perfect Home is designed for the long pull, to make friends and build business.

Perfect Home is edited to tell the story of these top quality firms such as Mr. Stier's. Its pages sparkle with photographs and articles gathered from all over the nation, and edited by a trained staff. It sells the home idea. It reflects quality. it makes people want to do business with those who sponsor it.

By spreading editorial, art, and other reproduction costs among its many users, costs are nominal. Local reproduction and mailing expense is in turn shared by the selected local building factors who are invited to join in co-sponsoring it. Front and back covers are personalized to be your own house publication.

Franchise holders are selected with painstaking care, after thorough qualification. These franchises are exclusive, annual, and renewable. A limited number are still open in various sections. If you are interested, address your inquiry to



STAMATS PUBLISHING COMPANY

CEDAR RAPIDS, IOWA

31-YEAR-OLD 6-STORY WAREHOUSE BECOMES MODERN OFFICE BUILDING

Frigidaire air conditioning plays vital role in the transformation

FRIEDMAN, ALSCHULER & SINCERE, Architects HARPER RICHARDS, Designer ROBERT E. HATTIS, Consulting Engineer OWNER: Foote, Cone & Belding

Toward the close of World War I, the Army Quarter-Master Corps built a warehouse at 155 E. Superior Street, Chicago. It was simply a rectangular brick shell enclosing six concrete floors with a full basement. And it remained little more than that for over 31 years.

Then, last year, it was completely remodeled—to become the new home of the Chicago office of a large advertising agency.

Fitting the building for its new role involved at least one very serious problem, that of providing proper temperature and humidity conditions the year around. Because not only outside space, but even central floor area, had to be partitioned into a series of private offices for agency personnel. And without courtyard or air shafts, the problem was even more difficult.

The best solution was found in the advantages of Frigidaire central system air conditioning equipment. Without air conditioning, the interior offices could have been little more than hot, humid cells.

But, of course, the air conditioning installation does far more than simply meet the original architectural problem. The draft-free supply of cool, dry air which it provides for the building, including most of the basement, enables the whole agency to function at top efficiency in even the hottest, muggiest weather.

Then, too, this Frigidaire-powered system is not an ordinary one, and it offers certain advantages that many systems cannot give.

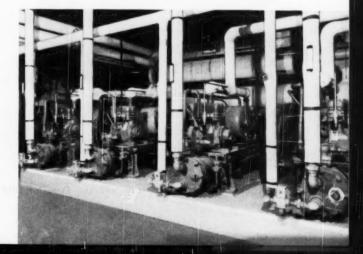
The 200 tons of refrigeration needed are supplied by a battery of eight 25 h.p. Frigidaire compressors—each compressor coming into play as needed. Say, for example, that the need for air conditioning at a certain hour can be met by 25 tons of refrigeration. With one 25 h.p. compressor in operation, the capacity of the Frigidaire equipment in use is equal to the amount of conditioning required. This is in striking contrast to a system using two 100 h.p. compressors. For, with such a system, at least one 100 h.p. compressor must be in operation when any amount of cooling is required. This fact alone results in greater economy of operation with the Frigidaire-powered system.

The economy is further heightened by the fact that all air conditioning is zoned—by floors and within each floor. If part of the agency personnel work overtime, the zones not in use can be shut off at a central control panel so that only a few of the compressors operate.

Yet another advantage is the extra margin of security which results from the use of eight Frigidaire compressors. Servicing—if necessary—would remove only a small part of the total capacity instead of taking out all or a sizable portion of capacity as in the case of many systems.



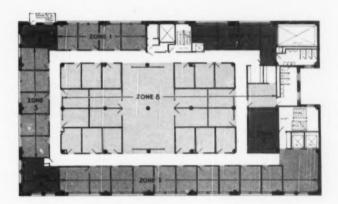
Shown here is half of the refrigeration battery of eight 25 h.p. Frigidaire compressors. Located in the basement, their job is to chill a moving column of water to constant temperature. Pumped up to the building penthouse, the water is there circulated through coils which cool electronically filtered air.



There's absolutely no heating or cooling equipment to clutter the interior of any of the 147 private offices. Conditioned air enters through a small grill high on the wall, leaves through door louvers. For maximum insulation, all windows are double panes of fixed glass with a half inch of air space between them.



Floor plan indicates how air conditioning has been zoned. Each zone has been further divided by locating within it two control points. These permit temperature variation to suit individuals within the zone. Notice that virtually no floor space has been wasted. Thanks to air conditioning, every square foot of floor area has been put to valuable use.



Air conditioning made possible the use of basement space for this attractive lunchroom which serves agency personnel. Air conditioning also permits the basement to be safely used for central storage of office supplies and for the agency's photostat room.

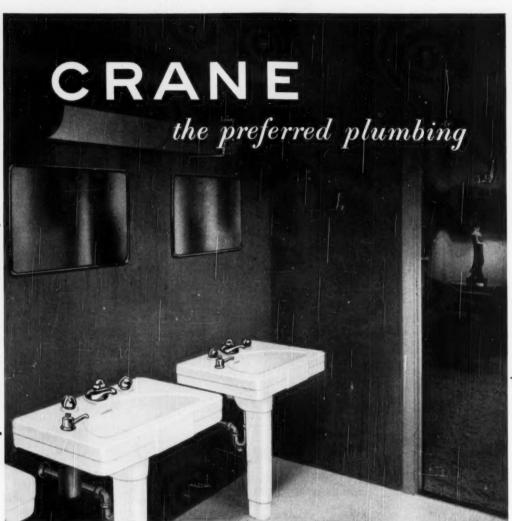


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REAL ESTATE and BUILDING JOURNAL

Reg. U. S. Pat. Off.

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CONTENTS

DECEMBER	1950
From Journal Readers	. 6
The Washington Column	10
Product Progress	14
Sun-Tanned Realtors Appraise Outle for '51	ook 20
Sparkling New Sales Ideas	22
Prefabs See Big Demand Next Year	24
Gearing Percentage Leases to Today's Market	25
They Said at the NAREB Convention	n 26
Summer Leads NAREB in '51	28
Ideas to Improve Management Busin	ess 28
Conditioning by Body Radiation By Warfield Webb	29
Modern Bathroom Designs	30
Homes Our Readers Are Building	34
How to Streamline Your Ad Campaig By James G. Garth	gn 36
Tax Facts By Bert V. Tornborgh	37
Picture This	38
Berliners Marvel at American Prefal	40
Record Attendance Expected at NAHB Convention	40
The Law Says By George F. Anderson	.41
Among Ourselves	- 44

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The Man Who Pays is YOU

IN A CERTAIN western city last week 30 leading merchants and manufacturers met at the Chamber of Commerce to explore the reasons why there is a housing shortage in their community.

Everybody came in for a lacing. It was the fault of the home builders — their prices are too high. And the real estate men — they are trying to keep the city "tight" so sales are easier, values greater. And suppliers — they are gouging. And the unions — they have a monopoly and don't do an honest day's work. And the building code — too strict. And Regulation X — no one can afford to build, anyway.

Finally one leading manufacturer got on his feet and said the best answer seemed obvious — government subsidized housing. "We might as well get on the gravy train," he said. "Everybody else is."

In another meeting in that same city, a group of business men and educators were analysing the problems of the Art Association, a struggling cultural activity that depended for support on personal donations. "Let's get the public library to take it over," one of them said. "They've got plenty of city funds they haven't touched yet."

In still another meeting in that same city, downtown merchants were discussing the local parking problem. "Why don't we get the city to buy up these parking lots?" one of them asked. "Public parking should be a public function anyway. It should be supported out of taxes."

This trend toward Statism is so easy. It develops in such diabolically simple and seemingly logical ways. And the pity of it all is that the men who are dupes enough to lead us down that road mile by mile are the very men who not only should know better, but who prate loudly about "private enterprise" and "the American way" and "high taxes" and "government waste."

I wonder if we don't need a concerted business-and-industry wide movement to get over this simple, basic truth: Asking government to do for us what we can do for ourselves is merely asking for higher taxes, more government spending, more bureaucrats, less efficiency, fewer jobs, and in the end—complete loss of freedom and opportunity. The man who pays for "free" hand-outs from public funds is YOU!

Every one of the problems discussed in those three meetings could have been solved if the approach irrevocably had been, "Let's do it ourselves."

Every nickel that is spent by the city, state, or federal government is your money and mine. That's rudimentary enough. And it has been proved over and over and over again that the government way is the wasteful way.

Yet why do we put more and more government employees on the payrolls each year? Why do taxes increase? Why is government becoming an octopus that is threatening our liberties? Because in the last analysis, a lot of us — men and women who are paying the bills of government — are unwittingly leading the march down the disastrous road.

"If you want freedom," one of the speakers at Miami said, "you can't have it merely by having it. You have got to personally do something about keeping it. You have got to work at it. You have got to give up something for it. You have got to talk it."

Well, there are a lot of places to start working and talking these days.

the editor



Senator Burnet Maybank, right, tells NAREB's Herb Nelson and Bob Gerholz the "Lame Duck" Congress can't frame a rent bill



There was competition for shades of tan as delegates and their wives spent leisure moments on the inviting sands of Miami Beach



There was a busy schedule of activities for delegate's wives. On opening day, they got acquainted at a tea in this summy setting



"We're being conditioned for the kill," A. J. Stewart, chairman of the Realtors Washington Committee, warned convention delegates



Walter Dayton told realtors of home ownership drive and read Plotting course of NAREB progress over the years has been the Editor Ralph Clements' "I Am Your Home" to attentive audience job of these men, posing here at past president's annual dinner





Maury Read congratulates Elizabeth Ainstine, elected president For outstanding service to the association, members of NAREB's of Women's Council. In back, Hobart Brady, Walter Schmidt executive committee were presented plaques at opening session



Sun-Tanned Realtors Appraise Outlook for '51

Regulation X caused a slump in the real estate market, but it has since rallied. Listings of existing houses are scarce, but some new ways to get good ones have been developed. Sales of new homes will call for good, hard merchandising. Percentage leases are more in the spotlight than ever, with new angles to consider. Extension of rent control must be fought with facts, not opinions. These are highlights of a thoughtful realtor convention, leisurely paced to take advantage of fabulous Florida sunshine and Miami hospitality

THE REAL ESTATE market is now about the same as it was 90 days ago. The announcement of Regulation X caused a dip, but buyers are coming back. Listings are more scarce. Prices of existing property have strengthened. Builders who have commitments have been actively buying up tracts. Used houses are harder to sell. New houses are selling rapidly.

Rent control simply must go. Home ownership must be sold to the man on the street. Public housing must be stopped.

We are entering a period of higher costs, and tougher selling. We must examine the best ideas for building houses, for managing property, for selling, leasing and appraising that have worked — and must develop new ones — now!

That was the theme. Behind it was the vacation atmosphere of fabulous Miami Beach . . . roaring surf . . . sun-bathing . . . swimming . . . deep sea fishing . . . sight-seeing . . . and strolling in a warm sun.

But the 4,000 realtors who attended this, their 43rd annual convention, soon demonstrated that they came for more than just a holiday. Through meetings that began November 12 and closed November 17 they threshed through almost every problem that had ever plagued them or might plague them in the future. On only one issue — the launching of a compulsory tax for a home ownership campaign — was there much disagreement. But there was no lack of unity on the need to sell their story.

Explosive speeches abounded. Among the most applauded were Senator Maybank's "I will not entertain any motion for continuance of rent control in the 'Lame Duck' Congress"... Congressman Dewey Short's, "My constituents in the Ozark hills of Missouri have been paying \$134 for 40 years to build \$12,000 to \$15,000 tenements in Brooklyn. I've been farther under the barn than most of these international do-gooders have been outside Washington"... Senator-elect Everett Dirkson's, "To those who have heaped ridicule on you, let me say that social conscience is as high in this group as any in America"... NAR-EB President Bob Gerholz' "I would rather see a GI have a moral equity in a home than see him herded into political housing."

And scores of "brass tack" meetings suggested ideas on how delegates could improve every phase of their business in the year ahead. Most talked about sessions were the brokers' round table discussions on selling, listing, advertising, sales meetings; the property managers' meetings on taxation, maintenance, operation; the appraisers' session on leases and appraisal techniques.

At the end of five days of jam-packed activity, NAREB announced its resolutions for the coming year. They struck out against direct government lending, public housing, unfair real estate taxes. They championed rent decontrol, slum clearance, modification of Regulation X, standard licensing requirements, deduction for depreciation of owner-occupied homes, reduction of government spending, and a strong public relations committee to promote home ownership to the American people.



"Industrialist of the Year" was title bestowed on Thomas J. Watson, board chairman of IBM, shown receiving SIR trophy from Capt. Eddie Rickenbacker



Paim-lined avenues of Miami Beach were a peace place for delegates to meet their old friends. Above W. D. Snyder, Homer Martin and Fred Hubean a



Henry Waltemeade, convention chairman, gets a bearty welcome from Mayor Harold Turk. Jaci Justice of the host board makes the introduction



Oh's and ah's abounded as Corrine Griffith Marshall, former actress, told about her "remance in real estate." Bob Gerhols provided a friendly hug



Down-to-earth businessbuilding ideas flew back and forth when these real estate merchandising experts got together at the first general session of the Brokers' Institute. At the rostrum, Ed Mendenhall tosses audience questions at members of the panel

BROKERS' CONVENTION SESSIONS JAM-PACKED WITH . . .

Sparkling New Sales Ideas

CETTING listings at reasonable prices and public confusion about political maneuverings are two of the biggest barriers confronting realtors in 1951. But in three different idea-popping sessions, sponsored by the National Institute of Real Estate Brokers at the NAREB convention, the men and women who merchandise the nation's real estate showed they were ready to hurdle these barriers with a combination of hard work and new and better ideas.

At three jam-packed meetings, panels of real estate experts got down to brass tacks about getting more business in 1951. Here are highlights:

New Way to Get Listings: "Recently we have found that the quickest way to get listings is to utilize the news value of a sale. The minute we sell a house, we immediately canvass three blocks in all directions from that house. We say, 'We have just sold number 100 Oak Street and we thought you would be interested in knowing who your new neighbor is, and what we got for that house. Price is a vardstick of a neighborhood and you probably want to know yours. We have some overflow prospects, too.

"In using that approach, we have something to teil them. We hold their interest because we have

something to tell and to sell, and that leads to conversation that will produce results for you. But if you say, 'Do you want to sell your house?' you won't get anywhere. There is too much of that sort of thing going on. This approach we are using must be done within 24 hours. News travels fast, so if you don't act quickly, you don't get results." — Poche Waguespack, New Orleans.

Getting Listings from Direct Advertisers: "Tear out of the newspaper all of the ads of homes for sale placed there by people who are trying to sell without a broker. Call such people by phone the next day and say, We are interested in your ad, and are wondering if you have had results from it." tell them why they should list their property with a broker, bringing out the eight points ex-plained in the Brokers' Institute pamphlet on that subject. Write them a letter, enclosing a copy of that pamphlet. Then in 10 days call on the people in person. You will find that usually they have been asking a higher price for their home than it is worth. They have had 10 days of having people come out and look at it, and say that they will come back. 'I want to talk it over with my husband.' these prospects say, and they never come back. The owner by that time is just ripe for you to step in and handle the sale." — Harrison Todd, Camden, New Jersey.

Making Advertising More Effective: "We have budgeted our salesmen's advertising to 10% of what they earn. In other words, if they are making \$10,000 a year, we allow them \$1,000 for advertising - that is, classified advertising only. If they spend 15%, they pay the extra 5%. This has taken a tremendous burden off of our office, has cut our advertising expenditure practically in half. It will save us many thousands of dollars this year, and yet our sales are up 50% for this year, as of November 1. We no longer have the problem of writing and re-writing the ads prepared by the salesman as we formerly did. When the salesmen are spending the advertising money, they write better ads. Our firm spent approximately \$41,000 on the basis of this year's sales, and under our previous setup we would have spent \$72,000. Two years ago our gross volume was \$13 million; this year will be about \$20 million." — Stewart Matthews, Baird & Warner, Inc.,

Assigning incoming calls to salesmen: "We use a pinochle deck arrangement. Each salesman has his name on a card that is kept in a deck on the receptionist's desk. When a call comes in, the receptionist takes the top card and contacts that salesman, then puts his card on the bottom of the deck. If he isn't in, she takes the next card. This is the fairest way we've found and rids the salesman of having to give the receptionist a box of candy for his share of incoming calls." — Ron Burns, Spokane.

How to get prospect's name over phone: "If a prospect won't give his name after a polite inquiry, the receptionist says that the switchboard is in repair and the salesman will have to call back. That way we get the phone number. Or we tell the caller that the salesman is on another phone and will call back." — Henry Robinson, Atlanta.

What a woman wants in a home: "I've taken a survey among women and have found they want these things: a one-story frame ranchtype or bungalow costing between \$10,000 and \$20,000. A few like two-story homes if they have children. If it's a basementless home, there must be a big utility room. There should be a door from the garage to the house, plenty of closets with sliding doors, and entrance hall that leads to the kitchen, lots of wall space and electrical outlets. They want picture windows that look out over a garden and that have some privacy. They don't want to feel like they're in a show window. They want an extra lavatory in the home and more informality about the de-

"But what a woman wants most in a home is a man." — Lillian Moebus, New York.

Keeping salesmen on their toes: "We hold contests continually and couldn't do without them. We have all types of contests to award the men who get the most listings and those who make the most sales. We also have a bonus plan. We take 10% of our gross earnings at the end of the year and 55% of this goes to the highest salesman. The remaining 45% is divided by the sales department on length of service and amount of sales. We also recognize and account for those people in our organization who are very valuable to our organization and who do not have the opportunity for high sales." Daniel Sheehan, St. Louis.

"Any salesman in our organization with more than four transactions in a month gets a steak dinner for two. Another contest we have is called the 'Production Club Contest' and runs for the whole year. Employees can make points on 10 different things and their totals can run into thousands of points. Substantial cash prizes are given to the winners. This contest recognizes salesmen on activity rather than just cash earnings."—Stewart Matthews. Chicago.

Surfeit of Calendars: "By actual count I received 26 calendars last Christmas. I think this a waste of money, and, so far as I am concerned, the idea of sending out calendars... stinks." — Harrison L. Todd, Camden, New Jersey.

8% Gross Return: "There is a great demand for investment in commercial property. We are selling this type of property in the Middle West on the basis of about 8% gross return before depreciation. Short leases are favored." — William J. Campbell, Kansas City, Missouri.

Allowing salesmen to withhold listings: "Our salesmen must turn in their listings not later than the next morning. Ninety percent of our time is spent now in getting listings." — Daniel Sheehan, St. Louis.

Change in home prices now to July, 1951: "On new homes we'll have about a 10% increase; about the same for old homes." — Clinton Snyder, Hoboken.

"New homes will go up 10%.
Don't know about existing homes."

Henry Robinson, Atlanta.

"Both will increase about 10% in price." — Lillian Moebus, New York.



With a palm as a background, Al Balch, realtor-builder of Seattle, and Winn Cooper of Port Huron, president-elect of the Brokers' Institute, pose in line at the smorgasbord held in the Plaza's gardens

"I think prices will remain firm." — Win & Couette, Lexington, Massachusetts.

"There'll probably be a steady increase for both." — Stephen Mc-Cready, Ocala, Florida.

"Up for both." — Ron Burns, Spokane.

"New homes will increase 10%. Old houses will sell faster." — Frank MacBride, Jr., Sacramento.

"There won't be an increase on new construction. Old houses will go up steadily from 10% to 15%." — J. Earl Miller, Geneva, Ohio.

"Both new and old will show a consistent 10% rise." — Paul Wimbish, Miami Beach.

"There'll be a general 10% increase." — Fred Hubenthal, Chicago.

Getting the buyer's name on the dotted line: "I have five one dollar bills here. Would anyone in the audience like to have them?" (Waves them to audience. Delegate shouts, "I would." Delegate



At their annual dinner, past presidents of the Brokers' Institute took a moment away from "shop talk" to pose. Back row: Don Pomeroy, Arthur Kirk, George Danziger, Joe Laronge, Willard Johnson, Sam Hall, Frank Owens, Stewart Matthews, Parker Webb. Front row: Ed Mendenhall, John Wagner, Cyril DeMara, Poche Waguespack, Bob Whitaker, Cliff Bangs, Ken Keyes. Brokers' exhibit was a convention highlight

comes forward and collects \$5.) "See. That's all you have to do. Ask for it." — Henry Robinson,

Selling by television: "We used several spot announcements on television that didn't work out. Then we tried putting on a 15minute show called "Floral Trails" that has proved very successful. The show is designed to give gardening helps . . . ways of growing and arranging flowers. At certain times during the show, the woman narrator will say something like, 'I was in a home last week that has a lovely petunia bed and it looks beautiful from the picture window. Incidentally, that home is for sale and is listed with Waguespack-Pratt Company. Call them for more information.

"Before noon of the day following this television show, we sold \$140,000 of the property advertised." - Poche Waguespack, New

Orleans.

Getting better results from adver-tusing: "Advertising is just a method of building favorable mental impressions and is not meant to conclude a sale. Advertising must be distinctive, whether it's the type face, slogan, signature type, layout, drawing or whatever. We have had good results with an illustrated folder called "Buy of the Month" which we send to prospects. We try to have the best property listed in the area and feature it in a folder.

"I think it's very important to remember to be consistent about advertising. On a train one day, a P. J. Wrigley, Your gum is so well-known, why do you continue to spend money on advertising? Wrigley replied, 'This train is going 80 miles an hour. How far do you think momentum would take us if they took the engine off?" — Steven Mc-

Cready, Ocala, Florida.

Creative Selling: "When you talk of creative selling you're talking about three things . . . familiarity with your product, imagination, and willingness to ring doorbells. I spend only \$25 or \$30 a month on advertising because I consider getting out and personally finding prospects is the answer to a successful small business. There are four classes of prospects: first, those you dig up yourself; second, those who come into your office; third, those who answer a sign ad; those who answer a classified ad." - Ted Slack, Miami.



Prefab manufacturers told convention delegates about the advantages of their products, and answered questions from the floor. Left to right: Robert E. Ott of Harnischfeger, Peter Knox, Jr. of Knox Corporation, Thomas DuPrec, General John J. O'Brien of Gunnison Homes, and Harry Steidle, Prefabricated Home Manufacturers Institute

Prefabs See Big Demand Next Year

BECAUSE they are in the low-er-price brackets, because they require a minimum of on-site labor, because they provide quick turnover of capital, and because their total costs are certain, next year should see a proportionately larger use of factory prefabricated homes, delegates to the National Association of Real Estate Boards were told in panel session at the Miami convention. Moderator was Thomas O'Hagan DuPree of Miami Beach, and panel participants were: Harry Steidle, director of the Prefabricated Home Manufacturers Institute; General John J. O'Brien, president, Gunnison Homes, Inc.; Peter Knox, Jr., pres-ident, Knox Corporation, and Robert E. Ott, general manager, Houses Division, Harnischfeger Corporation

'As an industry we are not competing with realtors and homebuilders," Mr. Steidle said, "Instead we are supplying to you the materials with which to build speedily and efficiently, giving you all of the benefits of precision workmanship. Prejudice is being overcome by the evidence, by the ever-increasing numbers of fine-looking homes built by factory prefabrication companies. Conventional builders are now our

In the discussion that followed, including numerous "testimonials" from delegates in the audience, it was suggested that real estate men whether builders or not, utilize the advantages of factory prefabs to build on available home-sites in their communities.

Members of the Institute subscribe to a code of stringent standards," Mr. Ott explained. "With us and most other companies an erection supervisor stays with the dealer for two or three jobs to be sure the dealer's crew is well-

trained.

This industry has turned the General O'Brien said. corner. "The day of the fly-by-night prefab manufacturer is past. A recent trend is toward more and more successful builders and developers using our products. They are coming to our plants to discuss franchises. That interest partly stems from the difficulty in getting materials, but it also is caused by the record of efficiency set by the prefab industry. We are trying to get as representatives men who know their business. I could name 50 at this convention whose names are well known to all of you, men who are leaders of your industry, who are among our top dealers.

"Twenty per cent of your members are builders," Mr. Ott said. "We don't consider a builder worth his salt unless he can provide a house ready for occupancy within 30 days. Very possibly you people who have access to good home sites or who control and develop land should get on the band

Gearing Percentage Leases to Today's Market

The three most popular types of percentage leases; the advantages of minimum rates, and the places to use maximum rates; the considerations that enter into the proper rates; these and other facets of store leasing were discussed at the Miami convention by both appraisers and brokers in Institute sessions. Here are highlights

SINCE THE war we have assembled many merchants together in shopping centers, districts that are more stable than they otherwise might have been, and in the doing we have also developed plus values. We as appraisers evaluate the real estate on the basis of what it should earn, but we should also take into consideration this plus value—this value that accrues from forming a community of merchants, each helping to bring business to the other."

Thus did Dr. Thurston Ross, appraiser, lecturer, and author of Los Angeles, open a discussion period in Miami on the subject of percentage leases. The meeting was a panel session staged by the American Institute of Real Estate Appraisers. Speakers were: Robert H. Armstrong, New York City; Watson A. Bowes, Denver; J. Truman Streng, Springfield, Massachusetts; Charles B. Shattuck, Los Angeles, and Clarence Turley, St. Louis. George Goldstein, Newark, president of the Institute, presided, and Dr. Ross was moderator.

"There are three types of percentage leases," Dr. Ross explained. "First is the competitive flat rent plus a percentage; second is the minimum to cover taxes, et cetera, plus a percentage; and third is the percentage lease with no minimum, just a percentage. We are making more percentage leases now because it is a hedge against inflation. It is a stabilizing factor so far as the merchant is concerned. He will take a percentage lease with a minimum, and I want to see that minimum in there—it helps make the lease a joint verticure.

"I think in many localities we have gone overboard on big name tenants. Some of the chains have spread too thin. They lose sight of the fact that there are only so many people in a community to draw from. Things work out all right so long as people have money to buy. But suppose you are a chain and you have one store with a flat

lease of \$500 a month, and one with a percentage lease. Business slows up and you realize your stores are too close together. Which one would you pull? You'd pull the one with a percentage lease, of course."

Question: "Under what conditions are fixed maximums justified?"

Mr. Bowes: "In very few instances. Specifically 1) When a merchant agrees to spend an unusual amount on advertising over a long period, say 15% when the prevailing practice is 10%; 2) when the operation is in a third or fourth rate location; 3) when there are several branch stores of a downtown retail store involved, and it might be possible to divert business to the outlying stores; 4) whenever the minimums are unduly high."

Question: "What factors do you look for in determining a percentage lease?"

Mr. Bowes: "I look for the six factors, which are: 1) amount of advertising; 2) the labor costs; 3) the mark-up; 4) the amount of dollar goods sold per square foot; 5) credit costs involved; 6) the degree of management required to make a success. These are a part of the formula developed by the Hudson Bay Company in Canada for working out their occupancy tax, and they form a good measuring stick for percentage leases."

Question: "What should be the relative investments of landlord and tenant in a percentage lease?"

Mr. Turley: "There is no general rule. Basically it is the owner's obligation to provide the structure, and the tenant's responsibility to provide the merchandise. Individual negotiations develop from there. We recently had one case where a store property was to cost \$50,000 to modernize. The plans made it clear the cost would actually be about \$100,000. The owner compromised at \$65,000, the tenant to pay the rest. The tenant

cut down much of the planned modernization."

Question: "How much weight should be given the credit rating of a prospective tenant?"

of a prospective tenant?"

Mr. Streng: "We should be very careful to arrive at a fair risk factor. We should look beyond their Dun and Bradstreet rating. Get balance sheets for the last lifteen years. What did this firm do during the 30's? Did they honor their leases? How many quick assets? The perfect balance sheet shows quick assets about equal to current liabilities. How is current working capital per store as compared to what it was ten or twenty years ago?

"What is a fair percentage? It is the custom in the trade. National Real Estate and Building Journal supplies percentage lease tables, as does the National Institute of Real Estate Brokers. These are broad coverages but you must define them for your community."

Mr. Ross: "The purchasing power of the dollar is not applicable to rents. The BLS and other indices are valuable for broad movements, but it is unfair to tie them to rents. Let's have, instead, a re-appraisal of a lease if there is a big change in the value of the dollar."

At a panel session of the National Institute of Real Estate Brokers, on leasing problems, percentage leases were discussed. "The movement toward lower percentage rates in commercial property percentage leases should be resisted by realtors," Gerald F. Healy, Flint, Michigan, said. "Skilled negotiators representing larger chains, manufacturers or distributors will advocate the lowest percentages recently encountered without citing averages or special conditions."

"A mutually profitable good deal is best for both parties. How do you know the right rate? There are tables available. You learn from the Brokers' Institute, National Real Estate and Building Journal, and Chain Store Age. One caution: These are guides only. Circumstances surrounding each individual lease should help determine the exact percentage.

"A minimum is a recapture clause, and is a protection against bad management. Usually it is three-fourths of the probable rent"

They Said at the NAREB Convention

On Regulation X

"With no blueprint of need, with no goal, without conferring with industry, with no apparent conception of the consequences, those who held the whip just cracked it (Regulation X) in the dark. Whatever the nation needs can be best produced through teamwork. Regulation X is a sad example of junking teamwork. The result will be serious and unnecessary dislocations." Robert P. Gerholz, NAREB president, Flint, Michigan.

On Property Modernization

"Every building reaches a time when it must be wrecked because it no longer earns a satisfactory return on the land. The day of wrecking can be deferred many years by a sound maintenance program including a policy of renewal of appointments and modernization while keeping the physical appearance, use, and enjoyment of the property as nearly like the newly constructed competing buildings as possible. With the prevailing high cost of new construction, this is more possible and desirable to do than ever before. Lyndon Lesch, L. J. Sheridan Company, Chicago.

Convention Wisecracks

"In our legislative sytem of checks and balances, in recent months we have fostered a system of all checks and no balances."— Congressman Dewey Short (R.-Mo.)

"A free speech is always better than a good one."—A. H. "Red" Motley, president of Parade Publication.

"I've seen a lot of people around Washington lately wearing big badges lettered B.A.I.K. I asked one badge-wearer, 'What is this, a convention?' 'No,' he replied. 'We're bureaucrats. These letters stand for our slogan, Boy Am I Confused.' 'But wait a minute,' I said. 'You don't spell confused with a 'k.' 'Brother,' the bureaucrat replied. 'You don't know how confused we really are.' "— Senator Everett Dirkson, (R.-III.)

"If all the bureaucrats in Washington were laid end to end, they would point in all directions."—"Red" Motley.

On Public Housing

One solution which is urged for eliminating a slum area is public housing. This is, in most cases, a combination of slum clearance with a purpose to supply housing through a continuing subsidy of the public purse. It is an utter misnomer to refer to public housing as low-cost housing. It is low-cost to the tenant only because taxpayers generally are paying a part of the rent of every tenant. If it is possible to create a situation in which investment of private funds for redevelopment of a whole neighborhood can be made attractive, at least we have made a step forward in eliminating a slum and providing good housing in a rebuilt neighborhood with private management taking a proper part."—Holman D. Pettibone, Chicago Title and Trust Company.

On Credit Controls

"Credit controls will be modified from time to time on the basis of actual experience in order to enable the housing industry to make the greatest possible contribution to our civilian and defense needs. You and private business and industry have often suffered from the rulings of bureaucrats who did not know you or your problems. I want to assure you that as chairman of the Senate Watch Dog Committee that I will welcome all complaints and any infractions on the laws that Congress passed by any of those bur-- Senator Burnet Maybank, Democrat, South Carolina.

On Tax Savings

"If a man makes a profit on his purchase and sale of improved real estate, it is taxed to him at a maximum rate of 25%. If he sustains a loss, and the property on which he sustains the loss is depreciable real estate, such as rental property or any other property not his residence, the loss is deductible in full from his income as an 'ordinary' loss. If you invest your money in stocks and bonds and they go down and you sell them at a loss, that loss is capital loss and not, as in the case of real estate, an 'ordinary' loss." - Charles A. Morehead, tax attorney, Miami.

On Inflation

"I do not concur with the attitude that housing or the home builders' industry is a cause for inflation. On the contrary, I feel that it is a hedge against inflation." — Robert E. Ott, Harnischfeger Corporation, Port Washington, Wisconsin.

On Equipment Research

"There is a need for individual research by the nation's professional property managers as a prerequisite for intelligent replacement of wornout equipment. Each Certified Property Manager should undertake some type of individual research. No matter how small the contribution may be, the exchange of management experiences available through the Management Institute will make the sum total of the individual efforts extremely valuable." - Richard O. Decker, St. Louis.

On 608 Projects

"By whatever standards you wish to judge the success, or shall we say 'fate' of 608, the record today looks good. (1) A little over four hundred units are being produced. (2) About \$2 billion 900 million of private investment insured by FHA has been invested in needed rental housing projects. (3) Only 57 projects (with less than four thousand units) have been acquired by the FHA. Two of these have already been sold and there has been no loss to date.

"The Administration's losses on the total amount of all types of insurance written is less than onequarter of one-percent." — Clyde I. Powell, assistant commissioner, FHA.

On Pessimism

"What causes an organization to decline? Pessimism. The head of that organization sees dark clouds ahead and decides to cut back. Pulling in his horns assures him of a lack of business. And when his business does decline, this pessimist is pleased that it's as bad as he thought it would be."

— Hobart Brady, Wichita.

On Shopping Centers

"The downtown retail business sections of our large cities are totally unable to take care of the great increase in automobile trade. The approaches to main trade areas are a series of bottle-necks, streets are narrow, and there is a serious lack of parking facilities. The handwriting is on the wall for all to see. The shift in population trend and the increase of retail trading by automobile indicates clearly that suburban shopping centers are here to stay and will greatly increase in number and importance." - Parker Webb, Boston.

On Apartment Rentals

"The effect of this (Regulation X) will in turn make apartment rentals look more attractive to prospective home buyers and tend to supply tendencies for the many higher-priced, recently-erected apartment buildings which have had some difficulty in finding tenants. This, in turn, should relieve FHA, in some instances, from the anticipation of foreclosures."—Ormonde A. Kieb, Newark.

On Property Confiscation

"Under our expanded economy, real property represents less than half of the wealth, and the functions of a government have been expanded to render service beyond the original concept. The only justification for unlimited taxation on real property is custom or habit, and unless real property protects itself, it will continue to pay more than its fair share of the cost of government, which will eventually lead to confiscation."—W. L. Cooper, Port Huron, Michigan.

On '51 Construction

"It would be a pity, yes, even a tragedy, if the increase in down payments and the shortage mortgage maturities drives the lowerlevel wage earner out of the housing market and thereby furnishes the propaganda for a new push of subsidized public housing. If the cut-back in privately built small and inexpensive homes, during 1951, is drastic, it will be easy to blame the private builder, and to have the governmental public houser step in and snap up materials and labor that supposedly we should conserve in a limited war economy." - Dr. G. Rowaland. Collins, dean of the school of commerce, New York University.

On Commercial Properties

"During the last 10 years, a marked decentralization towards larger commercial stores has been registered. The increase has been noted in three basic types of merchandising accomodations: five-and-ten cent stores, department stores, and food markets. Modern merchandising methods are producing a larger dollar volume per square foot, and these changes must be analyzed in their relationship to expected potential rental income." — Fred B. Mitchell, San Diego.

On Home Ownership

"Home ownership is America's best weapon against communism. A nation of home owners will never succumb to communism and political dictation." — Walter S. Dayton, Long Island.

On Socialism

"Socialism will never come through an open frontal attack. It will come through an insidious process — through first a gain here and a gain there. That is why we ask that emergency controls have certain safeguards and also that they will be removed steadily after the emergency has passed. And we intend to see that they are." — Calvin K. Snyder, secretary, Realtors Washington Committee.

On Industrial Location

"There is no easy or sure approach to the problem of plant location. Generally a new plant calls for purchase of new machinery and material-handling equipment. In order to accomplish all this the industrialist is practically compelled to get away from the congested city where zoning restrictions are a problem, where land is scarce and its cost is five or more times the cost of rural sites, and where parking space is not available.

"Here are assets a community should possess, if it desires new industry: a tax rate commensurate with the needs of the town; no bad slum areas; good recreational facilities; good school system; adequate transportation facilities, including air service; pertinent labor information with emphasis on quality and quantity; satisfactory fuel prices, especially where heating is important, and a good, honest, progressive community government."

—Lee L. Davis, public utilities executive, New York City.



ALEXANDER SUMMER

ALEXANDER Summer, prominent New Jersey Arealtor-developer, was elected the 1951 president of the National Association of Real Estate Boards at the national convention held last month in Miami Beach. Mr. Summer, who is also serving his eighth year as a director of the association, will be installed as new president at the January meeting of NAREB's board of directors in Washington.

Mr. Summer has been active in the real estate business since his early high school days. He sold his first house in 1920 while still in high school. He opened his own real estate office in 1933 and has served in various capacities on local, state, and national real estate boards and committees. He is the

Summer Leads NAREB in '51

only person who has been on every Realtor's Washington Committee since its inception in 1942. In 1947, he served as chairman of this committee.

Mr. Summer is president of four separate organizations bearing his name that deal in real estate, mortgages, insurance, and management. He has 120 employees and six office locations in New Jersey. The business volume of his organization was over sixty-four million dollars in 1949. He created and is developing the Bergen County Industrial Terminal at Teterboro and South Hackensack, New Jersey. The terminal now has 26 industries employing over eight thousand people.

H. Walter Graves of Philadelphia was reelected treasurer of NAREB. Regional vice-presidents for the following year are: Fred B. Mitchell, San Diego; Ben Schlossberg, Jersey City; G. Roscoe Hemstock, Hammond, Indiana; Walter F. Perschbacher, Grand Rapids, Michigan; H. Leonard Paret, Sharon Hill, Pennsylvania; Howard R. Sisson, St. Joseph, Missouri; Ann F. Pardy, New London, New Hampshire; Leo Mendel, Birmingham, Alabama; Fred Darnell, Seattle, Washington; Clarence E. Stauss, New Orleans; Otto Knudsen, Eagle Grove, Iowa; Henry V. Koonts, High Point, North Carolina; Burke C. Payne, Phoenix, Arizona.

Presidents of NAREB's institutes and councils are: W. L. Cooper, Port Huron, Michigan, Brokers' Institute; Walter R. Kuehnle, Chicago, Appraisers' Institute; Ormonde A. Kieb, Newark, New Jersey, Management Institute; Louis Gairaud, San Jose, California, Farm Brokers; Aime V. Carkhuff, Newark, New Jersey, Industrial Realtors; Elizabeth Anstine, Miami Beach, Women's Council; Katherine McPherson, Long Island, Secretaries' Council.

Ideas to Improve Management Business

HOW CAN WE operate our property management departments more efficiently? That's the question members of the Institute of Real Estate Management gathered to discuss at a panel session during the NAREB convention. And they selected several of their past presidents to provide the answers. Participating in the panel: Damian Ducy of Pueblo, Colorado, moderator; Carey Winston of Washington, D. C.; Charles Curry of Kansas City, Missouri; Robert Nordblom of Boston; Ormonde Kieb of Newark; Perry Holmes of Detroit.

Question: "When a property is overassessed and you get an adjustment on taxes, what do you charge the owner?"

"The owner should pay 20% of any tax savings."
"Make an agreement with the owner prior to investigation that the charge will be 50% of any savings."

ings."

"We consider it part of our duty to take care of any property that is overassessed."

Ouestion: "When making leases at fixed rates now.

Question: "When making leases at fixed rates now, where percentage leases are impossible, are you tying the consideration into some index so as to protect against lower valued dollars?"

Mr. Kieb: "We endeavor to make the tenant pay the cost of operation as nearly as possible. In store buildings, we have the tenants take care of their own heating, snow removal, cleaning, and the like to protect the owner against rising costs. In our own shopping center, we won't take anything but a percentage lease."

Question: "What is the best method of forcing yourself to spend a budgeted amount of time in the solicitation of new business?"

Mr. Nordblom: "You must definitely spend some time every week soliciting new business. Our company came to the conclusion 12 years ago, however, that it is difficult to retain management business unless you have other departments feeding that business."

Question: "Do you attempt to directly employ any maintenance personn@? Is this good practice when managers operate a large number of small properties which do not have janitors and custodians?"

Mr. Winston: "By all means. We prefer to keep our own maintenance crew going. This results in better service, no contractor's profit, and better regulation of the quality of repair."

Conditioning by Body Radiation

By WARFIELD WEBB

Aluminum cove around interior walls of this seven-room home contains cooling unit of freon gas tubes and heating unit of electrical resistance coils. Aluminum, covering roof, floors, walls, and ceilings, plays an important part in this radiant reflective conditioning system



AFTER years of experimental research in radiant reflective conditioning, an automatic heating and cooling system that is governed by the body heat of occupants has been installed in a home built in Cincinnati, Ohio. The plans for this type conditioning were developed by Dr. Clarence A. Mills, professor of experimental medicine at the University of Cincinnati.

The house, built on a 140x150-foot promontory, does not have insulation, a furnace, or air conditioning equipment. It is a seven-room, frame constructed dwelling with redwood siding and a flat roof covered with aluminum.

The walls and ceilings are covered with embossed, tinted aluminum foil and the window draperies are made of spun aluminum. Aluminum foil is also placed over the concrete slab floors and then covered with a foam rubber mat and a wall-to-wall carpet.

Here's how the system works. An aluminum cove around the walls, at the ceiling line, contains a cooling unit of freon gas tubes and a heating unit of electrical resistance coils.

The body heat radiated from the occupants in a room controls the current in the hidden electrical resistance coils or the gas pressure in the freon tubes. A delicate thermostatic-control system, developed by the Minneapolis-Honeywell Regulator Company, controls the operation of the two units.

Heat rays, radiated from the body, are reflected from the walls and ceiling to the cooling unit and are absorbed by it. The heat absorption facilities of these gas tubes enable the occupants of a room to be quite comfortable even though the temperature is in the 90's. For best summer operating conditions, the cooling system should be set just about the freezing system.

ing system should be set just above the freezing point. Heat rays, given off by the electrical resistance coils, are directed to the ceiling where they are reflected into the room. The radiant heat rays travel at a speed of 186,000 feet per second and in their travels strike and are reflected from a person situated in any part of the room.

The mass air of the house is not heated but Dr. Mills says that a person, in a room of 33 degrees Fahrenheit, would remain comfortable regardless of the clothing worn... and further, that the body heat of 12 people in a room of 33 degrees would be sufficient to cause the cooling system to automatically switch on.

Compressed air enters the home through a filter in the center of the house. This provides the only necessary ventilation. The ventilation system establishes a sufficient indoor pressure to give an outward draft through all cracks and openings through which dust could normally enter.

The basement contains the air filter, fan compressor and elaborate recording devices used in studying the efficiency of the system. As yet, no accurate determination has been made of the acoustical effects of this type house nor has the actual cost of this first experimental home been determined.

It is said that a house with this kind of conditioning system would only have to be able to substantially withstand wind and rain. This factor would reduce material costs very substantially. Added operating economy results from the fact that the house has individual controls in each room to switch the system on and off.

Dr. Mills says that the implications of the studies in his home go far beyond comfort and conditioning in new residences. They apply equally well to all forms of housing for humans and animals.

The Mossman Construction Company of Cincinnati was the general contractor for the house. The Reynolds Metal Company furnished the aluminum foil for wall coverings, roofing, screens, and liners. The cooling system, kitchen appliances, and laundry equipment were supplied by Frigidaire. The prefabricated walls were manufactured by the Pease Woodwork Company and the interior gypsum walls were made by the U. S. Gypsum Company. Crane plumbing fixtures were used in the baths. Cork tile was furnished by the Armstrong Cork Company.

MODERN BATHROOM DESIGNS



Two-by-four, poorly-planned bathrooms aren't enough to satisfy today's home buyers. They've become educated to expect more space, better design, adequate heating and soundproofing, more serviceable floor and wall finishes, colorful plumbing fixtures, more precautions against accidents. Plumbing manufacturers are meeting the trend to give sales appeal to the bathroom. And builders and property managers must meet the demand. Here's an up-to-the-minute account on how to make bathrooms a potent sales and rental feature in the homes you build, the properties you manage

BATHROOM layouts, as an integral part of overall home planning, and the type and design of bathroom fixtures are receiving much emphasis and attention from builders and property managers in today's construction and remodeling.

Great strides in the design and

finish of fixtures have been taken since the day of the "ball-andchain" water closet in a cold and drab bathroom, to the sleek, onepiece tank and bowl in a modern bath-dressing room.

The designing of fixtures with an eye to color blending and harmony, refinement of plumbing installations, provision for adequate heating and ventilation, and measures for sound-proofing are a few of the steps taken in recent years to get the bathroom out of the "clothes closet" and make it serve its function to the largest degree possible.

It is perhaps in the field of colored plumbing fixtures that the greatest strides have been taken in the plumbing industry. More and more builders and property managers are utilizing the current trend for colored bath fixtures to the fullest extent and are selling their homes faster by advertising this additional feature.

One manufacturer says that the normal percentage of colored fixtures produced once fluctuated near seven or eight percent, but current demands have upped this figure to nearly forty-eight percent of the entire output of this plant.

There is only a slight cost increase for this type fixture and the public acceptance and demand for color in bathrooms has made sales for these fixtures skyrocket. Also the fact that this is the first major room appearance change made possible for a number of years is reflected in sales figures.

Color preferences seem to vary in different parts of the country. Plumbing manufacturers have taken great care in the perfection of their pastel colors so the colors will adapt as "decorator colors" suitable for blending into most any color combination of sidewalls, ceilings, and floors.

Color fixtures add warmth and smartness to baths and help eliminate the clinical appearance that is oftentimes produced by colored walls and draperies.

One company has issued a special "X-Ray Color Selector" booklet which, by means of a group of transparent overlays, color background, and ceiling sections, can help a customer visualize and completely plan the bathroom color scheme prior to ordering the merchandise.

Neo-Angle bath, wide-ledge conventional lavatory, dental lavatory, one-piece water closet, make this American-Standard bathroom an important new home sales feature

Some of the different color types available are: sandstone, sky blue, sea green, ivory, sun tan, pale jade, shell pink, french grey, persian red, t ang red, ming green, and tuscan.

Today's builder and managers have a wide variety of styles to choose from in selecting bathroom fixtures. Baths themselves come in at least two shapes . . . rectangular and the angle type, a rectangular bathing area framed by wide seats set diagonally in a four-foot square bath. This type bath makes especially good shower receptors in bathrooms too small for a separate shower.

Modern bathtubs have the advantage of being lower in height than their predecessors and thus safer because of ease in entering and leaving the tub. Striving for a maximum area of level bottom, some bathtubs have embossed bottoms, providing non-slip safety.

Many tubs have an integral flange extending upward from the rim of the tub where it joins the wall. This wallguard flange, concealed behind the wall tile or plaster, prevents water from leaking over the rim and damaging walls and floors behind the tub.

Wide rims make comfortable seats for foot bathing, sitting showers, bathing children, and dressing. The enameled cast iron construction of tubs is famous for its longlasting qualities and resistance to

Lavatories, too, come in various shapes and sizes. There's the smooth, flat-top style which is strikingly simple and good looking. Equally popular is the ledge back lavatory which provides a convenient shelf for shaving mugs and other accessories. Many builders have found that the inclusion of a small dental lavatory in a bathroom has increased the salability of their homes.

An attractive style is the counter-top lavatory. These are manufactured in oval, hexagonal, square, and other shapes and fit into the counter top of a dressing table. Plastic tops of the lavatories resist stains, burns, and abrasions.

In homes with the average-sized bathrooms, the common problem of early morning congestion can often be solved by installing a cabinet-type lavatory in a bedroom.



The above Briggs Beautyware design features a glass brick section over the widerim, safety bottom tub, and Briggs' engineered "hush-flush" water closet, in color

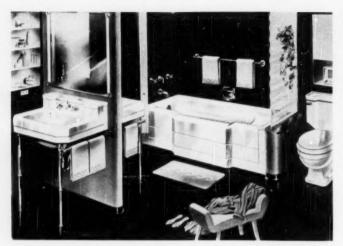
This has almost the same effect as adding another bathroom to the house. It makes life simpler for those members of the family who are in a hurry to get to work or school and who find that one lavatory is not big enough to accomodate all members of the family at the same time.

Many water closets are designed to be not only as good looking as possible but also quick and especially quiet in their flushing action. Made of genuine vitreous china, modern water closets feature simple lines that make the fixtures easy to clean and keep sanitary.

A recent development in the plumbing industry is a revolutionary single handle mixing faucet. The lone handle operates in an updown motion for on and off, with the "up" position for "on." As the handle is turned to the left, the water from the faucet gets hotter. As the handle is turned to the right, the water becomes colder. An important factor to watch

Crane Company's twin counter-top lavatory-vanity combination provides much needed bathroom storage and makes a desirable layout for the larger bathrooms





Back-to-back installation of two lavatories in this Eljer bathroom layout helps cut plumbing installation costs and also helps to reduce congestion in the bathroom

in designing bathrooms is the provision for safety measures. All tubs and showers should be provided with "grab bars" — preferably both vertical and horizontal bars. Electric outlets should not be placed where they can be reached from the tub.

A recessed medicine cabinet with sliding doors does away with the danger of cabinet doors opening into the room.

With the enlarged, more attractive and convenient bathrooms of today, and with the increased use of the bathroom as a dressing room, builders and designers are allowing more space for such items as radios, books, and magazines. Other conveniences found in today's baths are built-in scales,

clocks, and in-the-wall cabinets for health lamps and electric heaters.

Of the variety of wall finishes available, the most popular seems to be ceramic tile. Other finishing materials most often used are: plaster, composition tile, washable wallpaper, structural glass, and metal tiles.

Linoleum and ceramic tile are the two top favorites for floor finishes followed by rubber tile, composition tile, and wood.

In view of the trend toward the use of colored fixtures, careful selection can make possible a contrast between fixtures and walls and floors that will cause the eye to focus on them rather than on the smallness of the room, thus

creating the illusion of more space.

When planning the location of the bathroom in a home, the best cost-saving arrangement is to provide for the bath next to the kitchen or utility room. In a two-story home, the bath should be over the kitchen with the basement laundry and toilet directly under the kitchen.

In larger homes, the plumbing should be arranged in two groups. For example, the kitchen, laundry, and toilet facilities in one group and the bath and powder room in the second.

One manufacturer, in designing a bathroom to eliminate the "rush hour" congestion, has a "convenience concourse" design. In a 13x9-foot area, five people can simultaneously and privately perform their daily preparations without delay.

Along one side of the 13-foot wall, sections are arranged for a water closet, two lavatories, and a bath. Along the oppposite wall are sections for a shower, dressing area, entrance way, and storage space. A specially designed, built-in "hamper wagon," in the storage area, has two wheels attached by which it can be rolled from the bath to the utility or laundry room.

Another feature of this bathroom design is the absence of windows. An inexpensive mechanical blower begins to operate when the light switch is turned on. This eliminates hazardous drafts and gives extra wall space and privacy.

Bathroom planners are more and more getting away from placing the bathtub under a window. Disadvantages of this practice are the possibility of drafts, lack of privacy, and the necessity for water-repellent window curtains.

Many bathroom designs have no windows while others make use of the transit- or barracks-type window. These windows provide entrance of sunlight while still maintaining a maximum of privacy.

Practical improvements have also been made in utilizing all available space in bathrooms for



Large and enclosed storage for linens and other bathroom accessories, large mirror section, and tub and shower combination are features of this Kohler bathroom layout Designed to help make a more pleasant and practical bathroom is this Richmond Company layout with color blending, built-in linen shelves, and a recessed tub

storage. With the use of adequate finishing materials, a storage cabinet can be built over the tub or shower. The lavatory-dressing table combination of some manufacturers is another step towards utilizing all the available space for storage. This combination has many shelves and cupboards where linens, cleaning utensils, toiletries, and other items may be placed.

In the plans for one bathroom layout, a three-way vision mirror is used, every section of which swings open to reveal hidden shelf space for medicines and toiletries. The shelves, located between the inner wall studding, actually give rather than take space from the

room.

Adequate heating is another important aspect of bathroom planning. More warmth in the bathroom, than in other rooms, can be achieved by a little advance planning.

There are two general kinds of heating for bathrooms . . . central

and spot heating.

If panel-type central heating is used to heat the house, bathrooms can be favored by spacing the coils a little closer together. This provides baths with a slightly higher temperature. It is also a good idea to run an extra coil under the bathtub and under the shower cabinet so that these fixtures will always be warm to the touch. In some bathrooms, a combination of either radiators and baseboards or convectors and baseboards may be desirable

A slight oversizing of radiators and convectors is recommended for bathrooms in order to provide a somewhat higher temperature than in the rest of the house

If a house is zoned in order to provide different temperatures in various sections, the bathroom should be on the zone controlling the living quarters and not on the zone which provides lower temperatures for the sleeping quarters.

A wide range of choice is available for spot heating. Heaters may be electric or gas fired and are made to be built into the walls out of the way and near the tub

or shower. Infra-red lamps can also be used for spot heating.

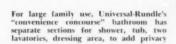
Recent studies in bathroom designing and planning have resulted in some valuable suggestions for "sound-proofing" bathrooms. . Air-borne noises that travel

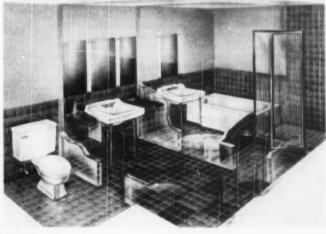
through cracks around doors, open windows, access panels, laundry chutes and ventilators can be reduced by applying acoustical materials on the walls and ceiling of the bathroom, or on the ceiling of halls leading to the bathroom and walls at the end of the halls.

Sound traveling through walls and floors can be blocked by wellplaced closets, stud walls in which lath are attached by a metal spring-type fastener, or double walls. Noise can be isolated by closets on walls between the bathroom and adjacent rooms or halls. Hammering in the pipes when water is shut off can be controlled by installing air chambers at the

Lighting treatment should be carefully considered in obtaining maximum electrical utility. Ceiling lights, single or twin lights of a fluorescent or incandescent type, and a night light are features a home buyer will comment upon. Valance lighting used to improve the appearance of other decorative areas of the house, can be effectively utilized over a tub for pleasing illumination. When planning a bathroom, duplex outlets for convenient use of electrical appliances should always be included









Homes Our Readers Are Building

. IN LONG ISLAND

Forest City will feature \$10,000 — \$12,000 homes, complete shopping and recreational facilities

 ${
m BUILT}$ in the modern ranch-style design with brick and serrated wood shingle exteriors, 1000 two- and three-bedroom homes on 60 x 100-foot landscaped lots will comprise the newly formed 250-acre community of Forest City, Long Island.

The two-bedroom homes, with 750 square feet of floor area, and the three-bedroom homes. with 1100 square feet of floor area, have full basements, center hall layouts, and sell for \$10,490

The pictured three-bedroom home has a 23-foot living room and dining area, front and rear floor-to-ceiling panorama windows, entrance to rear garden, and outside ranch fencing. The 10-foot, ceramic tile bathroom has a combination vanity, dressing table and wash basin

with colored Formica top, a five-foot flush mirror, and a decorative grille running to the ceiling. The home has six closets including four of the sliding door, walk-in type.

The L-shaped kitchen has colored cabinets. Formica counter tops, range and dining space, an oil burner heating system with hot water baseboard and recessed wall radiation, and oak flooring are other distinctive features of this home.

Community planning for the 40 acres of parks calls for a clubhouse, open terrace for outdoor dancing, lounge and meeting rooms, picnic areas, and ice skating arena. Tentative arrangements for the restricted club membership are that small payments be made by each family in the community. Space has also been allotted in the project for two shopping centers.

A newspaper is being planned by the residents to introduce new arrivals and report all

news emanating from hobby clubs and other inter-communal groups.

Trylon Realty of Forest Hills, New York, sales agents, report that more than seven hundred homes already have been sold. The builders are Housing Associates, Inc., Jamaica, New York, and architectural plans were prepared by Matern and York.

Saccaglin Brothers flavor sales campaign of 400-home project with "custom-built" pyschology

TRESSING that they like to build for "particular S People," Saccaglin Brothers, Inc., builders in Brea, California, try to make home buyers feel that they have had an actual hand in the building of their homes.

The homes in the 400 two- and three-bedroom project in Brea, are left partially unfinished until purchased. Then the buyers are given a choice of paint, tile colors, wallpaper and type and pattern of linoleum to be used in finish-

ing the houses

The pictured two-bedroom home is built on a 60x105 square foot lot and has an exterior of stucco with vertical wood siding and brick trim. Perlite dry-wall construction is used in the interior. The roof is covered with cedar

Approximately one-half of the homes have two-car garages and range in price from \$8400 to \$9350. Each home has a five-foot pre-cut board fence around the back vard and the development of the land provides for one fruit tree in each yard.

Space has been set aside in the subdivision for the future building of a complete business district to serve residents of the community

Tile for the home is furnished by the Pacific Tile and Paint Company, linoleum by the Sloane Company, and the heating units are manufactured by the Lennox Furnace Company.

IN CALIFORNIA











. IN FLORIDA

Local and out-of-state newspaper advertising campaign helps Florida builder merchandise homes

BELIEVING that one of the best sources for home buying prospects is newspaper advertising, Builder Wellborn C. Phillips of Orlando, Florida, has kept up an active ad campaign in both state and out-of-state newspapers. With the aid of this advertising medium, Phillips has sold more than twenty-seven hundred homes in the last 10 years.

In an experimental two-month ad campaign in New York, Chicago, Detroit, and Pittsburgh papers, Phillips used a five-inch, two-column ad for his Florida homes. This merchandising program netted him 500 replies and resulted in the sale of five homes.

Phillips is now building 244 two- and three-bedroom homes, at a total cost of \$2,100,000, in the Druid Lake area of Orlando. Approximately forty-three lakes are scattered throughout the residential area of this city and the project, called Lakewood Homes, covers 90 acres of wooded terrain.

The pictured flat roofed modern home sells for \$8195 and is built of concrete block and has frame and asbestos siding with brick trim. It has a Customaire space heater and General Electric water heater, refrigerator, and range. The home has 932 square feet of floor area, a built-in vanity and chest in the bedrooms, and a breakfast bar in the kitchen.

All plots in the project are landscaped and are 75x125 square feet. A buyer for one of the homes has a choice of either car port or garage, screened-in porch or breezeway, and type of finishing material he wishes used.

Builder Goodall's cost-saving construction methods result in expensive-looking homes for \$10,000

. IN INDIANA





ELIMINATION of such "extras" as elaborate cornice molds, stationary window shutters, expensive molded trim around window and floors, plus cost-saving construction methods, has helped Builder C. H. Goodall of LaPorte, Indiana, construct a brick-veneer house for less cost than a frame house with wood exterior.

The pictured ranch-style, three-bedroom home, on a 75x200-foot plot, has an attached garage, ample storage space in the attic, and sells for \$10,000. The large lot, attractively land-scaped, costs \$1,000. An added feature of the home is the patio at the front of the house. It is enclosed on three sides by the house and on the fourth by a low protecting wall.

Conventional 2x4-inch framing is used in the construction, placed 24 inches on center. The frame is corner-braced with 1x4-inch boards at all corners. The exterior is covered with Sisalkraft paper with all joints lapped at least four inches.

Common brick, like the light yellow "Chicago Commons" is used for exterior treatment. Colored mortar gives this type brick an attractive appearance. For variety, space above some doors and windows is covered with a 10- or 12-inch frieze board.

Interior finish is dry-wall construction, applied horizontally to the walls. With truss roof construction, ceiling and outside walls can be covered before partitions are set. All interior partitions are non-bearing. Flooring throughout the house is asphalt tile, cemented directly to the four-inch Zonolite concrete floor.

An International Oil Burner Company down-flo furnace is used in the partially closed floor radiant panel system. The living room has three large Libby-Owens-Ford Thermopane windows to provide a maximum of sunlight. These double-glaze windows, with dry air sealed permanently between the plates of glass, provides a built-in storm sash with great insulating efficiency.

How to

Streamline

Your Ad Campaign



By JAMES G. GARTH, Realtor

What are the four essential parts of a good real estate ad? What are the definite "do's" and "don'ts" for ad headings? What should be in the closing "pull" of an ad? How are current events and personalities used to best advantage in writing classified ads? Here, from a realtor's viewpoint, are answers to such questions as these

SELLING homes in a constantly stiffening market calls for increased emphasis on the one medium in real estate that probably brings in the most prospects . . . advertising.

Perhaps not all of a realtor's ads or displays will sell the property offered, but they all help bring in prospects. Ads aren't primarily intended to sell just one property. Their purpose is to get prospects . . . get potential buyers for one property or some other property. Keeping the significance of this thought in mind may radically change the style of some realtors' classified advertising.

classified advertising.

If you're going to dress up your advertising, choose something good to dress up. Pick out something to advertise that has definite selling qualities; something that is rightly priced, or well-located, or clean and new and classy, or old and roomy and homelike, or has unique architecture, or has gardens, or lawns and shrubbery. If a property doesn't have any selling points, don't spend money advertising it.

Before you try to write an ad, see the property first. Inspect it thoroughly. Find out what it's got that someone else will want. Only then can you be enthusiastic about it—and write an ad about it that will sell. How're you going to get someone enthusiastic about a prop-

erty if you aren't that way your self?

By all means, write your own ads. Don't turn the job over to someone who knows nothing about the property or ad writing and cares less. Spend some time and thought on your ads. And then tell a complete story in the language you'd use in talking with someone about the property.

Don't call a house a "house." Call it a "home." Play up its spiritual values. Get some emotion into the ad. Play up the fireplace, if the home has one. Countless homes center around the fireplace. And talk about Mother. "Mother will make a real home of this." It takes more than wood and cement to make a home. Remember that.

To be a successful advertiser, you have to be alert. You have to be on your toes. Take advantage of everything that comes along. Make everything "grist" to your mill.

When the British King was visiting the United States, I headed an ad "The King Ate Hot Dogs." Everyone reading classified ads that day read my ad.

The four essential parts of a good ad are: the heading, the propaganda. the description, and the "come hither."

The heading must be catchy. If it doesn't interest, doesn't intrigue, the ad won't be read. That's the first principle in classified adver-

Ideas for headings can come from many places. The one place it shouldn't come from is the reason for selling. Any heading that suggests a depressed property is no good. It shows weakness in the property and weakness in the broker. Headings such as "Sacrifice Sale" or "Foreclosure Sale" leave you wide open for a low offer. Probably an offer so low you couldn't possibly close the deal.

Some positive ideas for headings are: reasons for buying, current events, location, books, and your own head.

After the heading, follow with a few lines of propaganda or explanation. This is important. The two sample ads that follow illustrate this point.

SAVE THIS AD!

Because a year from today you'll read it and weep, because you didn't buy a year ago.

BUY ON OCEAN BOULEVARD For income, buy almost anywhere in Long Beach. But fer profit, buy on Ocean Boulevard—it is

OUR BEST STREET

If you're going to give any description, give a good description. Hit the high spots. Don't describe every other house in the city. You're not selling every house in town. You're selling one that's different; one that you're sold on and now you're telling someone else about it.

The closing "pull" is a must for some advertisers. If the head, propaganda, and description aren't very good. a closing pull may not be of much use. But a good all-around ad will have a little something for the last line or so. Here are a few samples to brighten up your ads. "Nuff sed. Look these over sure." "You should make a profit on this." "A mighty good deal for someone." One of the best closing statements I've used is this, "One good investment is worth a lifetime of saving."

Another thought I've used in ads that has helped sell property is, "If you don't want it, lend me the money and I'll buy it."

One realtor told me that this was the clincher that closed a deal with a particularly tough customer. As soon as the customer got the idea that the property was so good the agent wanted to buy it, he immediately decided it was good enough for him also . . . and he put up a deposit right then.

Here's an illustration of the type of ad that sells homes — and this ad sold a home.

WHAT A CASTLE! WHAT A VIEW! All your friends will envy you! Just a step from 42 bus to a side door of this modern, compact three-bedroom, two-bath home on the Hill. Beautifully landscaped. Million dollar view from every room. Fiedmont School and College just a few minutes away. Hobby room with sink and cupboards. Patio with barbecue. Charming – COME SEE IT.

Why is this ad good? Let's analyze it. Eight things make it a standout. 1) It has a unique heading. 2) It has a unique little rhyme. 3) It describes the transportation. 4) It gives a compact description. 5) The phrase, "Million dollar view from every room," is real selling stuff. 6) It tells about schools. 7) It tells about the hobby room, patio, barbecue... that's happy living. 8) The closing, "Charming — Come see it," is a splendid closing.

Another type of advertising that's sometimes overlooked—and shouldn't be—is propaganda or indirect advertising. You don't expect direct, immediate answers or results from it, but its effects are sometimes startling.

In a recent election in our city, certain oil interests were trying to get downtown property opened up for oil drilling and oil derricks. The Sunday before the election, I closed all my ads with this statement. "We recommend a 'No vote on downtown oil drilling."

The next day a man came to my office and told me that he came in because of the public spirit I showed in recommending a "no" vote

on the oil drilling proposition. He then proceeded to list with me a 42-room, \$38,500 hotel — which I later sold — and also asked me to find him a two-bedroom apartment to buy.

Out of this propaganda I got one fine listing, a good sale, and a very good prospect. This was getting immediate, direct results from indirect advertising.

Propaganda advertising can definitely improve realtors' public relations. And our public relations can stand improving to counteract the bad publicity we sometimes get from government sources due to our stand against rent control and public housing. We can't do to much in improving our relations with the buying public. Two other important ways to advertise your business are blackboards and windows.

An outside office, a suburban office, a tract office, an office on a main highway, can all use blackboards. Print a large message on these blackboards. Use only three or four lines to a board, so they can be read from passing cars. Write it big and write it clear.

To noticeably improve the clear ness of the writing, soak the chalk in water for about a half-hour before using. You'll be surprised how much more vivid the writing will appear.

To check yourself on how good your blackboard advertising is, get in your car and drive by your own office and see if you can read your own signs. Would those boards make you stop and go into that office?

As far as windows are concerned, most real estate windows are a mess...chuck full of poorly written signs.

The window in my office produced \$11,000 in commissions in one year. I use pictures . . . big pictures, 5x8-inch enlargements, not snapshots. And I put these photos on a 2x3-foot board or larger. But the pictures must be good. Mediocre pictures are just as bad as mediocre signs, maybe worse.

Even if your office is out-oftown, put something in your windows for people to see, going in and coming out. It's good psychology . . . it's good business. The cost of keeping a good window is very small in comparison with the possible and probable returns. But change your window often . . . or I should say oftener.

Tax Facts

By BERT V. TORNBORGH, CPA

SALE OF LIQUIDATED AS-SETS brought taxable gain to the corporation, ruled Tax Court in Kaufman case, where stockholders, after liquidation of the corporation sold an apartment building that had belonged to it and which had been "distributed" in liquidation. It was found that the president had negotiated for the sale prior to the liquidation. Appellate Court has now upheld, this decision.

DEALER OR INVESTOR was the question before the court in a recent case where a taxpayer held oil royalty interests. The court found, on the facts, that these interests were held as investments rather than for sale to customers in the ordinary course of business. Therefore, profits on sales of such interests were taxable as capital gains, not as ordinary income.

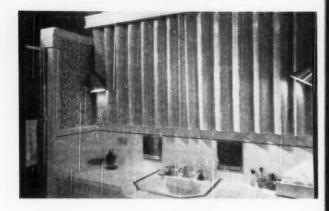
A CORPORATION WAS IN THE BUILDING MATERIAL business, and also held title to realty. A successful partnership was formed to take over the building materials end of the business, the corporation to continue to hold title to the property. The Treasury sought to allocate some of the partnership income back to the corporation and the tax court had earlier approved this. Circuit Court says "no," reversing the tax court.

REALTY COMPANY REC-ORDS may be said to fall in three categories. Namely: corporate records, financial records, and physical records. The first group embraces the minute book, stock ledger, stock certificate book, and subscription ledger. The minute book would reflect minutes of directors' meetings, at which decisions were taken on transactions of unusual nature or magnitude, and the stock certificate book would show the primary evidence of stock transfer stamps having been af-fixed to stock transfers, as per federal and state tax laws.

The financial records would be the "bookkeeping" records per se — ledgers journals, cash books, etc. The physical records would be the lot registers of a developer, maps, plats, equipment inventory records, and the like.

In the next issue, Mr. Tornborgh will devote a full article to information about filing your 1950 tax return.





Match stick bamboo blinds on traverse rods cover the wide span of windows over the tile lavatory-counter above. Semi-partition sets off glass-doored shower recess

PICTURE THIS

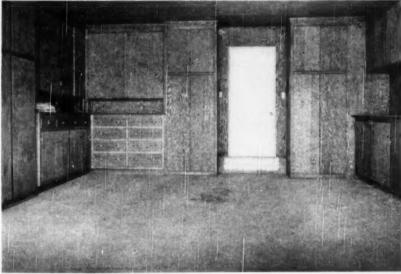


Searching for a way to make home prospects stop and exclaim about the features in your houses? Whether it's extra storage space in garages, built-in conveniences for bedrooms, practical uses for room partitions, the "oh's" and "ah's" from prospects can mean the high sign to more sales. Here are features that you can use

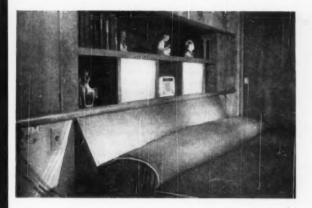
Practical use for room-dividing partitions is the hide-away storage section, above, for such items as card tables, folding chairs, record collections, games

A plan for separating the bathroom that would be a welcome feature to many home buyers is the idea, upper left, of having shutter doors for added privacy. Adjoining is a towel cupboard

Extra storage space is always a sales feature. And the garage can be a good place for it. Here is a neat assortment of cabinets for storage of garden implements, sports gear, suitcases



December, 1950 - NATIONAL REAL ESTATE AND BUILDING JOURNAL



Here's an idea to sell inveterate readers-in-bed. Built-in bed head, propped at just the right angle for comfort, built-in shelving for books, radio, lights. Plywood panels cover walls



A terraced, partial plant wall with picture windows would help make the garden room in your homes a constant source of pleasant living. Note the louvered doors to the terrace





The wood panelled, corner breakfast nook, above, with large window area would make a sure-fire hit with today's prospect



Plans for a car port can provide for an outer wall to be used for storage. Use of the sliding door compartment space, left, elim-inates unsightly appearance of home caused by yard tools, hose being "stacked" against the wall

Berliners Marvel at American Prefab



AN AMERICAN made pretabricated nouse that focal point of interest during the Industrial Trade Exposition in West Berlin, Germany, in October. Approximately four thousand people per day waited patiently in line to inspect the splendors and conveniences of this example of American housing.

The exposition model home, a standard Page & Hill Homes prefabricated house, contained three bedrooms, living room, kitchen, breezeway and attached garage. Included in the home were an automatic washer and hot water heater and an electric stove and refrigerator. These everyday conveniences, found in many American homes, drew much attention from the visitors and helped them visualize a part of the American way of living.

Following a request from the State Department, to proceed with the fabrication of the house, Page & Hill Homes took only nine days to get the complete house ready for shipment to Germany. Everything but the foundation for the home was furnished here in America. The complete assembly took 95 crates and weighed 26 tons.

One of the firm's engineers went to Berlin to sup-ervise erection of the home and in one week's time

the house was erected and outfitted for occupancy

The site of the exposition was directly across from the Russian occupied zone of East Germany and it was estimated that 30% of the visitors to the fair were from that sector. On the first day, there were 41,000 paid admissions to the fair.

In conjunction with the exposition, the U. S. State Department published a booklet entitled "Amerika Zu Hause" (America At Home) which was distributed to the visitors. The booklet told the story of Mr. Smith of USA and contained exterior and interior views of the prefab home and gave information about the American way of life.

Six hundred thousand copies were printed for initial distribution and an additional printing was being planned for distribution after the close of the fair.

Record Attendance Expected At NAHB Convention

RECORD number of the nation's home builders is expected to attend the annual convention and exposition of the National Association of Home Builders at the Stevens and Congress hotels in Chicago, January 21-25.

Problems introduced by the expanding war economy and controls will be an important part of panel and clinic discussions. Technical, financial, merchandising, production, house design, public relations, and other subjects of importance to home builders and owners will also be covered.

Many manufacturers of building materials will have displays at the convention. The demand for exhibit space has been the heaviest in the event's history and all space is reported sold out.

Scheduled for presentation at the convention are addresses by key officials of government agencies. Winners of national contests, including home design, sales campaigns, neighborhood development, and National Home Week newspaper sections will receive awards during the show.

NATIONAL REAL ESTATE SECTION



Every Type of

SIGNS

For Real Estate Firms

• PROMPT SERVICE . WRITE FOR PRICES

WE SIGH THE MATION" CTIVE DISPLAY ADV Syndicate will buy or take long term lease on centrally located retail properties having 25 ft. frontage and up in cities of 10,000 and over. Possession date immaterial. Brokers cooperation invited, Mitchell Realty Co., 276 Fifth Avenue, New York City.

METAL SIGNS, 14 x 20, Lots \$.44 each. Realtors Sign Service, Box 1022, Greenville, S.C.

REALTORS METAL SIGNS — Write for Free Sample, Illustrated Literature and Prices — LANCELOT STUDIOS, 246 Third Ave., Pitts-burgh 22, Pa.

Training FOR. FUTURE REAL ESTATE

Brokers, Appraisers, Managers Investigate our Home Study and Residential courses in Real Estate. Includes all phases of the business. G.I. Approved. On-The-Job Trainess can take either course.

FREE CATALOG Established 1936

WEAVER SCHOOL OF REAL ESTATE 15 E. Pershing Rd.

For Business Opportunities — Motels

COLUMBUS, OHIO Willard Piper, Inc.

11 East Gay St. Ludlow 1342

DRESS UP YOUR SIGNS

Our 14 Years Experience in Making REAL ESTATE SIGNS EXCLUSIVELY Assures You of Better Signs That Have

SNAP - PUNCH and POWER

Write for Prices Today HERMAN SIGN COMPANY

Affiliate Member ST. LOUIS REAL ESTATE BOARD

5355 Walsh Street . . . St. Louis 9, Mo.

By GEORGE F. ANDERSON

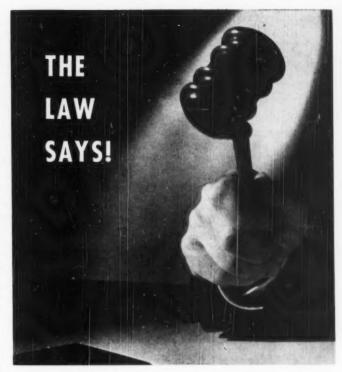
OME exclusives provide:
"Thereafter this agreement shall automatically renew itself for a like term, but may be terminated by either party by personally notifying the other party in writing of such intention thirty days in advance of such intended termination date."

Many brokers and some lawvers seem to take it for granted that the exclusive renews itself from time to time, and runs on indefinitely unless terminated by one of the parties. If you read the provision carefully you will see that that is not what it says. It says that it will renew itself "for a like term." That is, that it will renew itself once and not repeatedly. If there is any uncertainty about such interpretation, it will be construed more strongly against the broker, because he drafted it. If the words, "From time to time" were inserted after the word "term," it would run on indefinitely, until terminated by one of the parties.

I F you draft a lease for a tenant, and provide in the lease that the landlord is not to lease any other part of the premises for a competing business, you should also provide that the landlord is not to engage in a competing business himself, because the covenant not to lease any other part of the premises for a competing business does not preclude the landlord from engaging in a competing business himself.

THE general rule is that a court will not inquire into the adequacy of a consideration. if you agree to sell me a building that is worth \$15,000 for \$10,000, in the absence of fraud, duress or undue influence, a court will enforce the contract. But this principle does not apply when a mortgagee buys title from the mortgager in lieu of foreclosure. Such a transaction is carefully scrutinized and if the mortgagee has taken advantage of the mortgagin with him the deed will be set aside.

TIEDEMAN on Real Property, sec. 166, says that a seller who does not give up possession upon the closing of the deal "would be liable in trespass for damages, if such holding was without permis-



How should the renewal clause in an exclusive be worded to provide for more than one renewal? If a lease states that other premises are not to be rented to a competing business, does this also preclude the landlord from engaging in a competing business? What is the basis for determining damages in a Fraud and Deceit case? Here's what our legal wizard says about these questions

sion of the grantee." This is interesting and important to know because one can recover greater damages in a tort action than in a contract action. In a tort action the plaintiff can recover all the damages that proximately result from the tort, but in contract he can only recover forseeable damages in the absence of notice of special damages.

In an action of Fraud and Deceit, in connection with the sale of real estate, the measure of damages is the difference between the actual value and what the value would have been had the representation been true. Drew vs. Beall, 62 Ill. 164; Antie vs. Sexton, 137 Ill. 410; Van Velsor vs. Seeberger, 59 App. 322; Love vs. McElroy, 106, App. 294. . . .

I sell you a six flat building for

\$25,000. The actual value is \$25,000. I falsely represent the rents to be \$5,000 a year whereas they are only \$4,500 a year, but rents are not always the criterion of value and even if the rents had been \$5,000 a year the value would not have been any greater. You have suffered no damages and can recover nothing from me.

Supposing the matter of rents had made a difference in values. That if the representation had been true, the value of the building would have been \$27,500. You would have suffered damages in the sum of \$2,500 and could recover that amount from me.

Supposing the contract price of the building was \$30,000. Actual value, \$25,000. Its value, had the representation been true, \$27,500. Your damages would still be \$2,-500, uninfluenced by the contract price.

Product Progress

(Continued from page 14)

foot rule. Called the "Longboy," it is manufactured by Master Rule Manufacturing Company, Inc., Middletown, New York.

The Longboy rewinds with a constant retracting torque. The tape itself is three-eighths inches wide and made of high-carbon spring steel, nickel plated for protection against moisture. The unit weighs 23 ounces and has a case diameter of five inches.

New Bathroom Mirror

A new two-section medicine cabinet mirror that's convenient for both short and tall members of the family is in production by the Ornas and LaBarre Company, Centerline, Michigan.

The top section of the mirror tilts forward on the lower edge and the bottom section tilts forward on the upper edge. The cabinet shelves are easily accessible as a flick of the finger causes the mirror to slide upward.

.The cabinet is made of 22-gauge steel with baked enamel finish. The recessed portion of the cabinet is 42 inches from the floor and the top shelf is 56 inches from the floor.

Luminous Semi-Direct Lighting

In production by the Westinghouse Electric Corporation of Pittsburgh, are two Magnalaire incandescent luminaire fixtures. Available in 75/100 watt and 150/200 watt, the luminaire is a totally enclosed globe type. The Monax glass globe has high diffusion and transmission characteristics and a flame-seared fitter edge to minimize chipping in service.



NOW P&H Shows You How to Win on the 1951 Home Front

You can triple your profits in 1951 by building the P & H way. Small and medium builders — get big project advantages — low, controlled costs; volume sales with minimum risk; maximum turnover on your money. Whether you build 5 homes or 500, P & H homes give eye appeal, buy appeal. See the 1951 P & H models at the NAHB show, Chicago, Jan. 21-26.



Home Type Incinerator

A gas-fired, two-burner home incinerator is available from the Brule Incinerator Corporation, Chicago 5. Designed for garbage and rubbish disposal, the Brule M-1 Incinerator measures 22x24x41 inches. Its brick lining and air-cooled sides keep discharge heat down to the amount of the ordinary cooking stove

A continuous pilot burner will take care of normal incineration and a clock-controlled main burner, set for a maximum burning time of 55 minutes, unless reset, can be used for more frequently deposited or larger charges.

Ball Bearing Water Faucet

A new water faucet, the Belco Ball Bearing Faucet and Valve Washer, helps completely eliminate unnecessary waste of water, fuel, and work time required in repairing leaky faucets.

Instead of a washer that grinds down on the seat with a twisting motion, the Belco washer is pressed down gently and firmly, the twist being taken by ball bearings.

The Belco unit is available for installation on all standard faucets as a washer replacement. Fixtures are also available with the Belco unit installed as original equipment.

An illustrated folder about this product will be sent on request to Economy Valve Company, 5919 Tireman Avenue, Detroit 4.

The Washington Column

(Continued from page 10)

The Committee heard no arguments for kicking out rent control. Symington and Housing Expediter Tighe Woods had a long talk with the Committee during an executive session, lined up the extension.

The government is making a pretense of determining the effects of credit controls on the nation's housing supply. The Housing and Home Finance Agency has set up two committees. One committee, called the Technical Advisory Committee on Credit and Production Statistics, is composed of industry and labor representatives. They had their first meeting in Washington December 6 to look into the effect of credit restrictions on the production and financing of homes. Another group, the Technical Advisory Committee on Housing Consumer Statistics, will study the impact of real estate credit or other defense controls on the ability of consumers to get housing. Manued by representatives from labor, veterans, and consumer organizations, the group had its first meeting December 13.

FHA officials estimate that there are about 500 thousand units "under" the Regulation X wire. No one knows exactly how many VA's are duplicated in the FHA, or vice versa, but the best guesses range from 20 per cent to 25 per cent.

Rental construction: As we go to press, government officials estimated there was some 200 thousand apartment units planned and ready for construction. A breakdown would show about ninety-five thousand in FHA 608 commitments; fifty-five thousand in public housing units. The remainder would consist of military housing, FHA Section 207 and 213. Watch 213 and military housing gain in units completed during 1951.

From Journal Readers -

(Continued from page 6)

lic in matters related to the purchase of a home. He feels, like many others, that this is a much overlooked area in the overall real estate picture of today.

"We have just received our first issue of the JOURNAL and want to say that it is everything you claim it to be, and more.

We have also received the copy of 'New Ideas' and find that it, too, is packed full of things we need to know.

-Stanley A. Gorder Grand Forks, North Dakota

"The Journal is the best opportunity and investment of any publication I have found.

-Michael Martin Camden, New Jersey

Torrens Law and Socialism

The article on Torrens Law, in your June issue, is a very controversial one

"Certainly, we in the title insurance business are familiar with the workings of the Torrens System. We know that it is another step towards socialism. and socialism is the deadly enemy of any promotional field such as the real estate business.

We know that the fee charged for a transfer of title under Torrens is small. However, we also know that this fee would not sustain the cost of operation. This would increase the taxpayer's load and ultimately cost the average taxpayer and land owner several times as much for title service on the two or three real estate transactions he is involved in during his lifetime, than it would cost him to purchase more efficient service and title coverage from a privately-operated title insurance company.

If, through some legal error in the intitial quiet title action, or an error in subsequent postings, a flaw in the title was a fact, under the Torrens Act. what recourse would a claimant have? None, except to sue the county or state. And unless a great deal of money was involved, this recourse would be futile, for the claimant would be suing himself actually and all the costs of the suit would be at least partial-

ly sustained by himself.
"I refer you to the Territory of Hawaii or the State of Washington where the Registered Land Act has been in effect for many years, and still the title business flourishes due to political favoritism shown in hiring help to operate a highly technical business.

"There are hundreds of other reasons against Tor-rens Title. However, I believe this will convey the thought of the average, informed, thinking, free enterprise-minded American citizen.

Torrens Title adds up to one thing . . . a political pork barrel and another step toward socialized government.

William N. Johnston Commonwealth Title Insurance Company Tacoma, Washington

"Your November issue of the Journal, in my opinion, is your best number from cover to cover. although each issue has a great deal of excellent material. From your editorial clear through you —George L. Towne Des Moines, Iowa have done an outstanding job."

"We have found many profitable and businessbuilding ideas in the JOURNAL, and we are glad to recommend it to various realtors.

-George Hauck Burlington, Vermont



Greater Value Lower Cost

By economical, streamlined modular construction, Pollman Homes offers new low costs in a wide variety of aftractive factory-built homes. Discriminating real estate builders and developers are finding that Pollman Homes, built by experienced craftsmen, increases the prestige of their subdivisions. For further information, write to

Pollman Homes Manufactured and Distributed by

THYER MANUFACTURING CORP. 2857 WAYNE STREET, TOLEDO 9, ONIO

Long CASH for hotel properties IN ANY CITY COAST TO COAST CANADA OR MEXICO

Our representative will be glad to call and work with you.

For satisfactory arrangements, utmost dependability and outstanding security WRITE or CALL COLLECT.

H. J. DALDIN, REAL ESTATE DEPARTMENT, 3500 BOOK TOWER BUILDING, DETROIT 26, MICHIGAN. PHONE WOodward 2-5400

ARE NOT BROKERS WE ARE HOTEL OPERATORS



Free to Builders ... Two New Planning and Idea Books

"Sales Features for Electrical Living Homes" shows the "most wanted" sales features in homes...features that have proved their appeal to home owners. Has 32 pages of illustrations, diagrams ... on kitchens, laundries, electric bathrooms, and smart lighting ideas for every room in the house. Also gives simplified data to help in planning an adequate wiring system.

With each Sales Feature, you'll find brief summary of Selling Points to help you and your salesmen turn prospects into buyers.

"Design Details for Electrical Living fills a real need for construction details on valances, cornices, cove soffit, pinhole spot, under-cabinet and other unusual lighting effects. Kitchen and laundry plans, with complete dimensions, are also shown.

Photographs of actual installations illustrate the planning ideas, and con-struction details show exactly how to

To get these books, send coupon below to Better Homes Bureau, Westinghouse Electric Corporation, Dept. NREJ-12, Box 868, Pittsburgh 30. Pennsylvania

> YOU CAN BE SURE .. IF IT'S Westinghouse

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Sales Features	e a copy of your new books, for Electrical Living Homes, Design Details for Electrical B-4671.
Name	
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City	State



Among Ourselves

Journal editors cornered Housing Expediter Tighe Woods at the NAREB convention, asked him why he was ignoring Los Angeles' decision to decontrol rents, "I am particularly interested in seeing that the aldermen and city councils follow the wishes of the pub-Woods replied. "Some Los Angeles' aldermen said they were for decontrol, even before they held a public hearing, That's against the law." We asked why, since adermen are elected to represent the people, he insists on retaining controls when they vote against them? "I won't keep controls on if that is the wish expressed by the public. There have been other cases like Los Angeles, but not as publicized." Senator Maybank had just said at the convention that if we have to have rent controls, it should be at the state or local level. We asked Woods for his opinion. "State controls don't seem to work," he said. "Wisconsin is a good example." They've worked in New York, we told him. "If they could be patterned after New York, they might work.

Plans to help industry get factual evidence that it can use against rent control extension were discussed at the Miami convention by a group to be known as the "NAREB Economic Roundtable. Called together by Herb Nelson, the group agreed that each real estate board should appoint a permanent correspondent to help gather local facts and send them to NAREB headquarters. E. Holland Johnson, M.A.I., New Orleans, is the temporary chairman.

In spite of NAREB's effort to get the true facts, the government won't listen to them, says NAREB's President Bob Gerholz. In the scramble to decide for or against control extension, the Bank and Currency Committee of the Senate and House heard only witnesses lavoring extension. Gerholz posed two pertinent questions in a letter to Congressmen: Should the Congress repudiate the actions taken by more than 800 local city councils that have taken Congress' word that federal rent control would not be extended? Should this special session impose on one single commodity rental units — continued price control while all other factors in the cost of living go uncontrolled? But logical arguments could find no ready ears. There was little doubt at press time that the extension would be passed.

In Chicago, construction costs showed a rapid climb from July, 1949, to September, 1950, according to an appraisal brief distributed by the Mortgage Bankers' Association. Of special interest to Journal readers are costs on two of the types of buildings appraised. Bungalow-type residences with five rooms and basement: up \$1.46 in the 14-month period, from \$12.25 per square foot to \$13.71. Apartment buildings with nine apartments per floor, four rooms: up \$1.12 from \$9.40 per square foot in 1949 to \$10.52 in 1950.

News Nibblings: Marlow-Burns Company, Los Angeles, flies pros-pects directly to its multi-million-dollar desert Community of Borrego Springs, saving time for both customer and salesman . During the last 10 years, New Jersey realtors have been instru-mental in bringing 16,000 new industries, employing about 850 thousand people, into their state . . . Some realtors believe Regulation X is a good qualifier of prospective buyers. They say nine out of 10 persons now know they must have downpayment money to buy

CONSULT THESE SPECIALISTS ...

FOR REAL ESTATE SALES

- OALBANY, N.Y. Picotte Realty, Inc. 120 Washington Ave.
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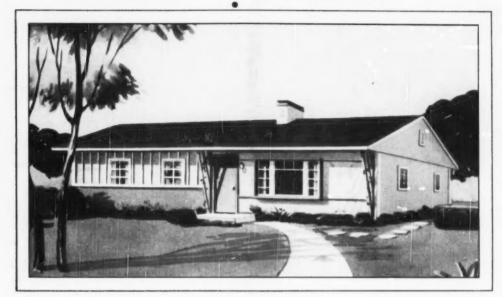
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